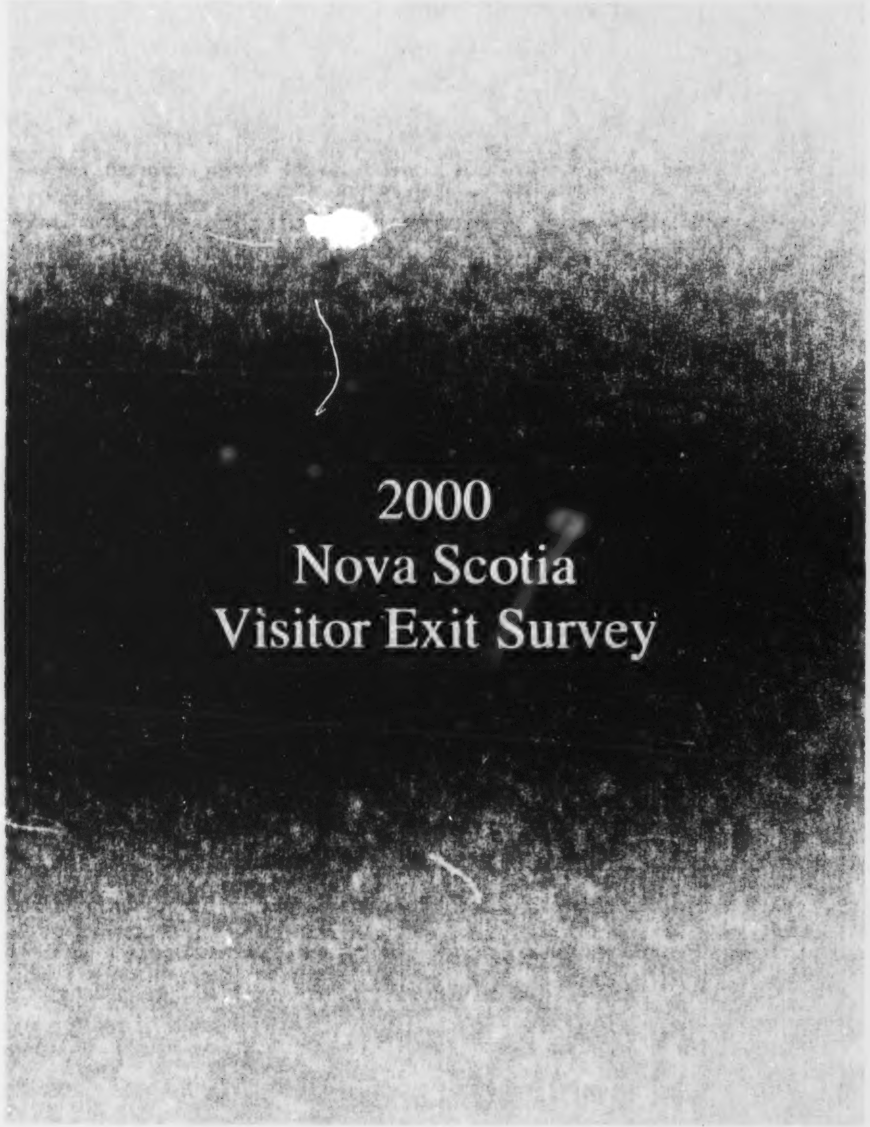
Tourism and Culture
Tourism Nova Scotia



2000
Nova Scotia
Visitor Exit Survey

NOVA SCOTIA
Tourism and Culture

102-03458/

2000 Nova Scotia Visitor Exit Survey

Final Report

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234-7110R

Prepared for:

Nova Scotia Department of Tourism & Culture

October 2001

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Table of Contents

Page

Introduction 1

Executive Summary 3

1. Overall Visitors Detailed Analysis 8
   - 1.1 Overview of All Visitors 8
   - 1.2 Party and Trip Characteristics 9
   - 1.3 Visitor Characteristics 25

2. Air Visitors Detailed Analysis 41
   - 2.1 Overview of Air Visitors 41
   - 2.2 Party and Trip Characteristics – Air Visitors 42
   - 2.3 Visitor Characteristics 57

3. Automobile/RV Visitors Detailed Analysis 71
   - 3.1 Overview of Automobile/RV Visitors 71
   - 3.2 Party and Trip Characteristics – Automobile/RV Visitors 72
   - 3.3 Visitor Characteristics 86

Study Methodology 101

Appendix:

Study Questionnaire

Tabular Results

Introduction

This report presents the results of the **2000 Nova Scotia Visitor Exit Survey,** as prepared on behalf of the Nova Scotia Department of Tourism & Culture. The Nova Scotia Visitor Exit Survey has two primary objectives:

- To update key tourism statistics that are used to calculate industry activity. For example, the survey measures both party size and average expenditures, which are used to determine the size and performance of Nova Scotia's tourism industry; and
- To provide trip and visitor profile information. For example, the survey collects data related to respondents' trip purpose, activities respondents participated in while visiting the province, and identification of positive and negative aspects of respondents' experiences in the province.

While the 2000 Nova Scotia Tourism Visitor Exit Survey collected information on same-day and overnight visitors to the province, this report will focus exclusively on overnight visitors. A total of 3,913 interviews were conducted with overnight visitors between June 5 and November 30 2000 at the following exit points:

Halifax International Airport	935
Highway 104 Amherst bound	760
Caribou	595
North Sydney	461
Digby	383
Yarmouth	779

Results from the 2000 Nova Scotia Tourism Exit Survey are presented in four sections:

Section 1	Overall Visitors
Section 2	Air Visitors
Section 3	Automobile/RV Visitors
Section 4	Methodology

After an absence of Amherst interviews in 1996 due to safety issues, interviews were conducted at the Cobequid Pass Toll area in the 2000 study. As Amherst interviews were not conducted in the 1996 study, estimates were calculated in the 1996 data to compensate for the lack of Amherst data. As a result, there was a caution issued in the 1996 report with respect to comparing 1996 automobile/RV results to 1992 results. This report, therefore will focus on 2000 results compared to 1992 results for overall results and automobile/RV results, and will provide comparisons to 1996 data in the air section only.

The following appendices are included at the end of the report.

Appendix A	2000 Survey Questionnaire
Appendix B	Tables

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Executive Summary

The following results summarize the main findings from the **2000 Nova Scotia Visitor Exit Survey**.

- In 2000, the overall number of person visits made by automobile, RV or by air to Nova Scotia was stable compared to 1999. An increase of 11,000 air visitors was offset by a corresponding decrease of 11,000 automobile/RV visitors. Compared to 1992 results, the proportion of visitors from other Canada (35%, compared to 34% in 1992) and international destinations (21%, compared to 22% in 1992) was stable, with a slight increase in the percentage of visitors from Atlantic Canada (44%, up 2 percentage points).

- Among air visitors, the proportion from Atlantic Canada (9%, compared to 21% in 1996) was down significantly compared to previous years, with an increase in the percentage of other Canada visitors (59%, up 8 percentage points). The percentage of international visitors (31%, up 3 points) was relatively stable.

- Among automobile and RV visitors, the proportion from Atlantic Canada (55%, up 4 percentage points) was up compared to 1992, with slight declines in the percentage of visitors from other Canada (26%, down 2 points) or from international destinations (18%, down 2 points).

- The majority of visitors (57%) exited the province through Amherst, with one-quarter (25%) exiting through Halifax International airport.

- The average party size among 2000 visitors was 2.2 individuals. RV visitors tended to have larger party sizes (2.6), with air visitors travelling in smaller groups (1.2). Business travellers (1.7) had smaller party sizes than pleasure travellers (2.4) or those visiting friends or relatives (2.3).

- Visitors to Nova Scotia were more likely to be travelling with other adults than with children. This was even more prevalent among business travellers, and visitors who were travelling by air.

- The average party spent 6.5 nights in Nova Scotia, up from 6.0 nights in 1992. Similar to previous studies, Atlantic Canada visitors took shorter trips, as did those travelling by automobile, and business travellers.

- The main reason for visiting Nova Scotia was to visit friends or relatives (41%), followed by general pleasure or recreation (29%). Fewer than one in ten (8%) parties were travelling on business, down compared to previous studies, with air travellers (17%) being much more likely to be travelling on business. RV travellers (51%) were much more likely than other parties to be travelling for general pleasure.

- Approximately two in ten business travellers extended their stay in Nova Scotia in order to visit the local area. Business travellers who extended their stay tended not to bring family or friends with them for this pleasure portion of their trips. On average business travellers extended their stay by 2.5 nights.

- The Canada/U.S. exchange rate did not play a significant role in Canadian visitors' decision to visit Nova Scotia, with fewer than one in ten Canadian visitors indicating the exchange rate played an important or critical role. The exchange rate played a somewhat more important role among American visitors, with close to two in ten (17%) stating the exchange rate played an important or critical role in their travel decision.

- Visitors to Nova Scotia were most likely to have stayed at the homes of friends or relatives (46%) or hotels (32%), followed by motels (19%) and bed & breakfast accommodations (10%). Not surprisingly, those whose main reason for coming to Nova Scotia was to visit friends or relatives (85%) were most likely to have stayed at the homes of friends or relatives. Business travellers (62%) were most likely to have stayed at a hotel. Those travelling for pleasure were more likely than business travellers and those visiting friends or relatives to have stayed at a motel (31%), bed & breakfast (21%) or country inn (10%). Air travellers were more likely than those travelling by automobile to have stayed at a hotel, bed & breakfast or country inn, and less likely to have stayed with friends or relatives or at a motel.

- Among parties that stayed in commercial accommodations during their visit, close to four in ten (37%) visitors did not book accommodations prior to arriving in Nova Scotia, with air travellers (25%) and business travellers (19%) being least likely to have booked no accommodations prior to arriving in the province. Fewer than one in ten (8%) parties experienced problems booking accommodations after they arrived in Nova Scotia.

- Among parties that rented accommodations during their visit, two in ten (21%) used a rating system to help them choose their accommodations. CAA/AAA (34%) was the most frequently used system, followed by an unspecified star system (30%), Canada Select (15%) and the Doers and Dreamers Guide (13%) (Note: This was a partially aided question, with respondents volunteering their Doers and Dreamers Guide responses). Visitors from outside Atlantic Canada were more likely than Atlantic Canadians to have used CAA/AAA, and those from other Canada were more likely than Atlantic Canadians and international visitors to have used the Doers and Dreamers Guide. Business travellers were more likely than non-business travellers to have used an unspecified star system, while non-business travellers were more likely to have used CAA/AAA.

- Excluding air and ferry costs, the average party spent $145 per day in Nova Scotia. Pleasure travellers spent the most, averaging $253 per day, followed by business travellers ($229 per day). Those travelling to visit friends or relatives spent the least, an average of $84 per day. International visitors ($195) spent more than other Canada ($131) or Atlantic Canada ($119) visitors.

- Fewer than one in ten (8%) parties pre-paid trip expenses to a travel agent or travel company before arriving in Nova Scotia. Air travellers (20%) and international visitors (16%) were most likely to have pre-paid travel expenses. The average party paid $1,860 in pre-paid expenses, with international ($2,620) and pleasure ($2,710) travellers paying more than other visitors. Travel packages were most likely to include transportation to and from Nova Scotia, overnight accommodations and private transportation within the province.

- Pleasure travellers, who are the most lucrative marketing segment, identified five main reasons why they chose Nova Scotia as a vacation destination: they wanted to visit Atlantic Canada (22%), general scenery/sightseeing (17%), the opportunity to visit friends or relatives (10%), never having travelled to Nova Scotia before (10%) or to visit a specific area within the province (10%). Clearly, these reasons offer the province several avenues for promoting the province as a vacation destination. Visitors from outside Atlantic Canada were more likely to express a desire to visit Atlantic Canada in general, while Atlantic Canadians were more likely to identify the opportunity to visit friends or relatives as why they chose Nova Scotia. International visitors were more likely than Canadians to indicate they chose Nova Scotia because they had never visited the province before.

- Looking at non peak season pleasure visitors, avoiding crowds (35%), only available time for vacation (25%), the autumn leaves (25%) and cooler weather (16%) were the main reasons why they visited Nova Scotia in June, September, October or November.

- Visitors identified five main elements they liked the most about their 2000 visit to Nova Scotia: visiting friends/relatives, sightseeing in general, the coastal scenery, the friendliness of the people and a specific location or area in the province (Halifax, Cabot Trail, Cape Breton were the top three locations). Visitors from Canada were more likely than international visitors to identify visiting friends or relatives as the aspect of their trip they liked the most. Visitors from Atlantic Canada were less likely than those from outside Atlantic Canada to identify sightseeing, coastal scenery or the friendliness of the people.

- Nearly three-quarters (73%) of 2000 visitors had travelled to Nova Scotia before, similar to results seen in previous studies. Not surprisingly, Canadians, particularly those from Atlantic Canada, were more likely than international visitors to have visited the province before. Among those who had visited Nova Scotia in the past, the majority visited the province in the past two years.

- The following nine activities had the highest participation rates among 2000 visitors:

General sightseeing	72%
Leisure walking/hiking	55%
Visiting friends or relatives	55%
Other shopping	51%
Visiting craft shops/studios	45%
Visiting a National/Provincial historic site	36%
Nature observation	34%
Beach exploring/beachcombing	31%
Visiting museums	28%

Generally, with the exception of visiting friends or relatives, visitors travelling by air or by RV were more likely than those travelling by automobile to have participated in these activities. In addition, visitors who are travelling for pleasure were more likely than those who were visiting friends or relatives to have participated in these activities. Atlantic Canadians tended to be less likely than those from outside Atlantic Canada to have participated in the various activities. Looking at visiting friends or relatives, air and automobile visitors were more likely than those travelling by RV, and Atlantic Canada visitors were more likely than those from outside Atlantic Canada to have participated in this activity.

- Looking at golfing, only a small percent of visitors (6%) golfed during their 2000 visit to the province. The main reason why visitors did not golf is because they do not golf, followed by having no time/did not take the time to golf. More than four in ten of those who did not golf during their visit to Nova Scotia indicated that nothing would encourage them to golf in the future.

- One-third of visitors were unable to identify any areas of the province that are in need of improvement. The balance of visitors was most likely to identify aspects of the province's road/highway infrastructure – the condition of the roads/highways (26%), more/better road signs (17%) and more/better rest stops (5%). In addition, one in ten (11%) visitors would like to see lower gas prices. In terms of priorities, improved road/highway maintenance would be most likely to improve visitors' perceptions of the province.

- The likelihood of seeing or hearing advertising for the province was highest among Atlantic Canada visitors (63%) followed by other Canada (59%) and international visitors (45%). Television (67%) was the most frequently mentioned medium, followed by newspaper (27%), magazine (20%), radio (16%), direct mail (14%) and the Internet (10%). Visitors from outside Atlantic Canada were more likely to identify newspaper, magazines and the Internet, while Atlantic Canada visitors were most likely to identify television or direct mail.

- Gathering information about Nova Scotia on the Internet (21%) was the most popular pre-trip planning activity, particularly among visitors from outside Atlantic Canada. Overall, one in ten visitors (11%) requested information on the province via the Internet. Close to two in ten visitors (18%) called a 1-800 number to request information.

- Visitor Information Centres were most popular among international visitors. Nearly one-half (48%) visited a VIC/tourist bureau while travelling in the province, and over four in ten (44%) visited a VIC/tourist bureau when they first entered the province. Atlantic Canada visitors were least likely to have visited a VIC/tourist bureau. Among those who visited a VIC/tourist bureau, more than four in ten (43%) learned about a previously unknown event or attraction, and nearly three in ten (28%) visited a previously unplanned part of the province. A further 16% took part in a previously unplanned activity or event, and a small percentage (4%) extended their stay in the province as a result of their visit to a VIC/tourist bureau. Once visitors had made the decision to stop, VIC's played a very important promotion role for the province.

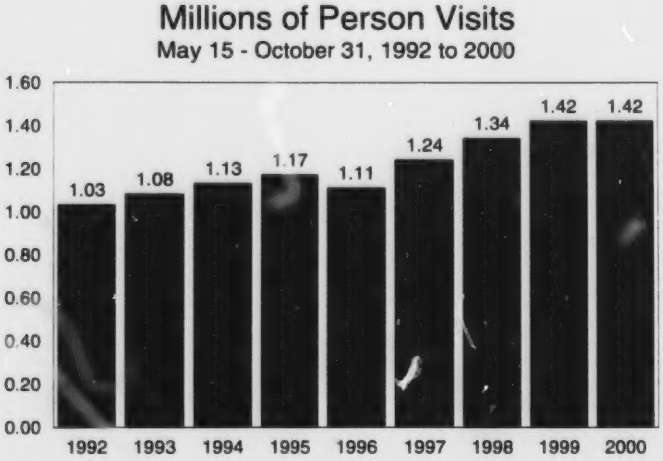
- Similar to results seen in previous studies, four in ten (39%) visitors received a copy of the 2000 Nova Scotia Doers and Dreamers Travel Guide, with more than six in ten of these visitors receiving the guide before they left home. While Atlantic Canadians (29%) were least likely to have received a copy of the Guide, they were most likely to have received their copy before leaving home. There is an opportunity for the province to encourage international and other Canada visitors to order a copy of the Guide before leaving home.

- Looking at visitor demographics, some differences emerged among the various visitor groups. Business travellers were more likely than overall visitors to be male. RV travellers were more likely than other visitors to be 55 years of age or older. Business travellers were more likely than other visitors to be between 35 and 44 years of age. Air and business travellers, and visitors from outside Atlantic Canada tended to have the highest levels of education in their households. Business travellers, air travellers and visitors from outside Atlantic Canada also had the highest household incomes.

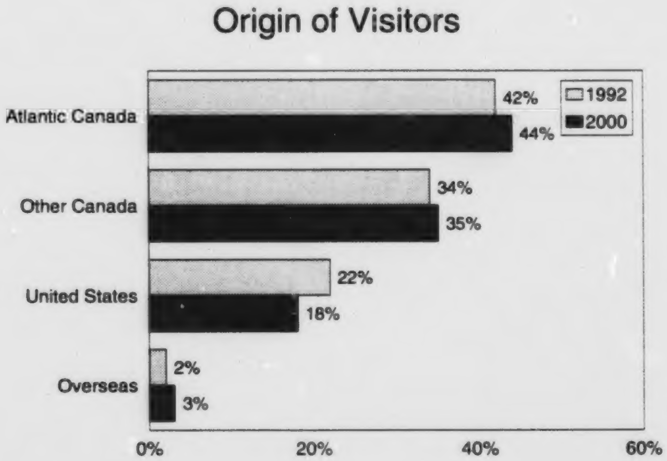
1. Overall Visitors Detailed Analysis

1.1 Overview of All Visitors

Between May 15 and October 31 2000*, a total of 1,421,900 non-resident person visits were made to Nova Scotia, stable compared to 1999, but up 38% since 1992. Automobile visitors represented 63% of the total person visits.

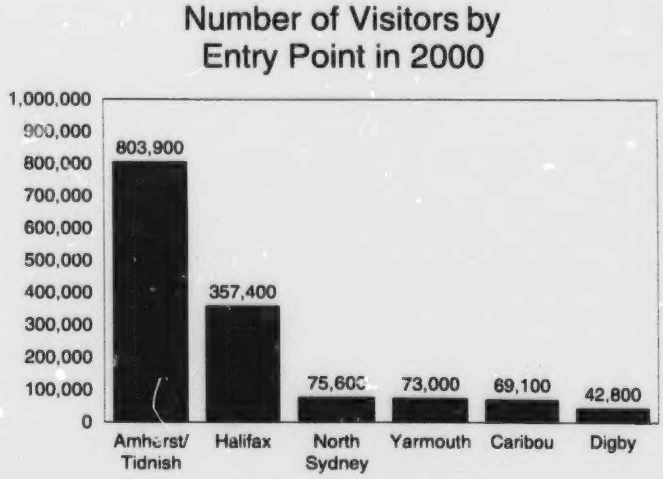


Compared to 1992, the proportion of visitors from other Canada was stable, with the percentage of visitors from Atlantic Canada up slightly. The proportion of visitors from outside Canada was down slightly.



*Visitation Statistics were not collected in November 1992.

Close to six in ten (57%), or approximately 804,000 visitors entered * by road through Amherst, while 25% of visitors entered the province via air. The remaining 18% entered the province by passenger vehicle at points other than Amherst.



* General visitation statistics are collected as visitors enter the province. The remainder of this report presents information on visitors as they exited the province.

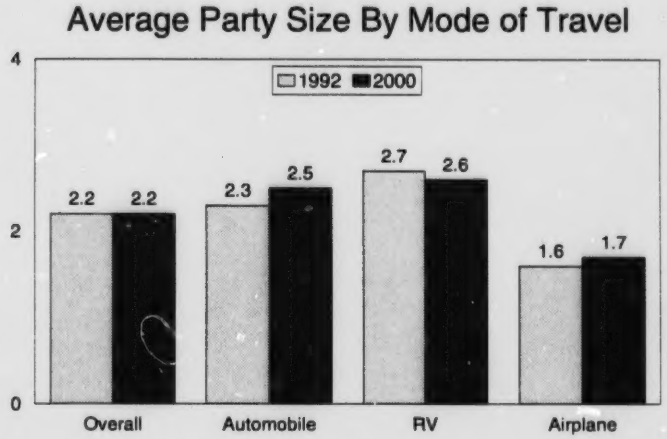
1.2 Party and Trip Characteristics

This section focuses on travel party characteristics, and discusses results that pertain to the party as a whole rather than the individual visitor.

1.2.1 Party Characteristics

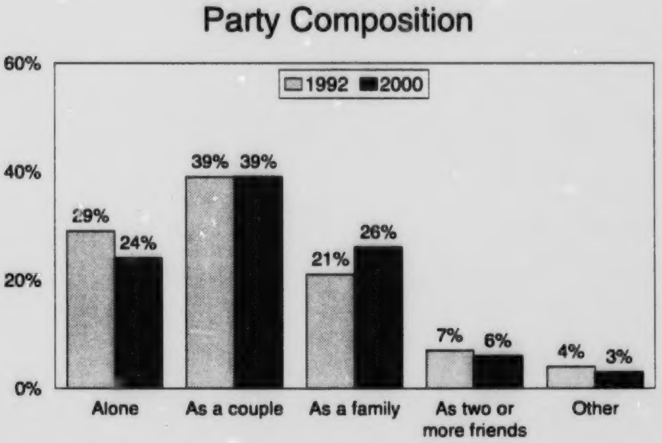
Average Party Size

Visitors to Nova Scotia in 2000 travelled in parties averaging 2.2 individuals, stable compared to 1992. Among these parties, the average number of individuals aged 15 years or more was 2.0. Similar to results seen in 1992, RV visitors tended to have larger party sizes (average of 2.6 passengers), while air travellers had the smallest party sizes (average of 1.7 individuals). Visitors from Atlantic Canada (average of 2.4 people) tended to have larger party sizes compared to those from other Canada (2.1) or from outside Canada (2.2). In addition, those who are travelling on business (average of 1.7 people) had smaller party sizes than those travelling for pleasure (2.4) or to visit friends or relatives (2.3). (Table 1)



Party Composition

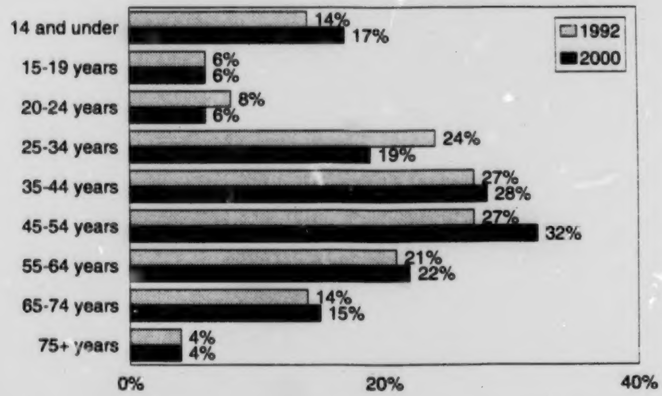
Similar to results seen in 1992, four in ten (39%) parties indicated they were travelling as a couple, while one-quarter (26%) were travelling as a family (up 5 percentage points compared to 1992), and one-quarter (24%) were travelling by themselves (down 5 points compared to 1992). Several differences emerged when looking at mode of travel. RV travellers (58%) were much more likely than air (35%) or automobile (40%) travellers to be travelling as a couple. Air travellers (44%) were most likely to be travelling alone. Looking at place of origin, international visitors (54%) were more likely than visitors from Atlantic Canada (34%) or other Canada (36%) to be travelling as a couple. (Table 13)



Age

Between 1992 and 2000, there have been some slight shifts in the age distribution among parties visiting Nova Scotia. In 2000, parties were more likely to have at least one member between the ages of 45 and 54 years (32%, up 5 points compared to 1992), and less likely to have at least one member between the ages of 25 and 34 years (19%, down 5 points). In addition, 2000 visitors were slightly more likely to be travelling with at least one person under the age of 15 years (17%, up 3 points). (Table 14)

Age Groups Represented Within Party

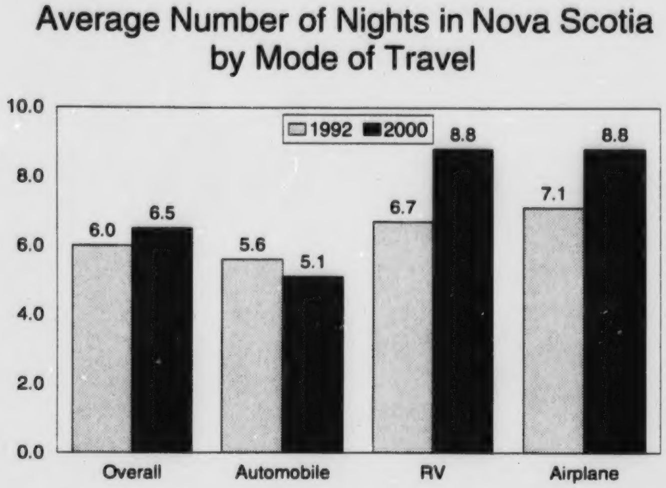


RV travellers had an older age profile than air or automobile travellers, and were more likely to have party members who were 45 years of age or older, although RV travellers (23%) were also as likely as automobile travellers (21%) to have at least one party member who was under the age of 15 years. Air travellers (7%) and business travellers (9%) were least likely to be travelling with someone who was under the age of 15 years. Business travellers (4%) were also much less likely than those travelling for pleasure (23%) or to visit friends or relatives (22%) to have at least one party member aged 65 years or more.

1.2.2 Trip Characteristics

Length of Stay

Overall, the average number of nights spent in Nova Scotia increased from 6.0 nights in 1992 to 6.5 nights in 2000. The number of nights spent by automobile travellers declined (5.1 nights, down from 5.6 nights), while the average number of nights spent by RV (8.8 nights, up from 6.7 nights) and air (8.8 nights, up from 7.1 nights) increased. (Table 7)

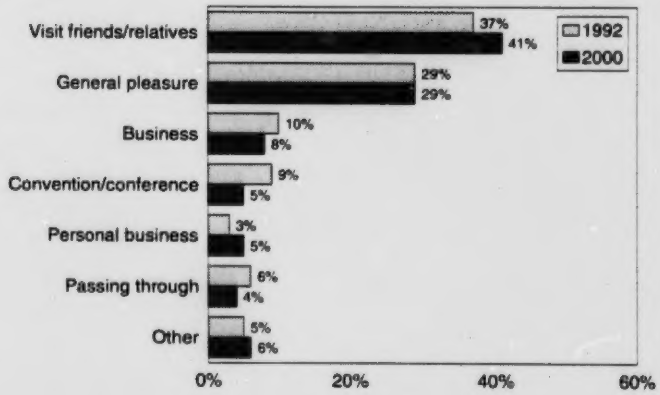


Similar to results seen in previous years, visitors from Atlantic Canada took shorter trips, averaging 3.6 nights in the province, while those from other parts of Canada (average of 8.8 nights) and international visitors (average of 8.0 nights) stayed for longer periods of time. In addition, business travellers (4.1 nights) spent less time in Nova Scotia than those travelling for pleasure (5.9 nights) or visiting friends or relatives (7.6 nights).

Trip Purpose

Visiting friends or relatives (41%) continued to be the most frequently mentioned reason for visiting Nova Scotia, followed by general pleasure or recreation (29%). Fewer than one in ten parties identified other reasons for visiting Nova Scotia. In 2000, only one in twenty (5%) of visitors stated they were travelling to a convention or conference, compared to one in ten (9%) in 1992. In addition, the percent of visitors travelling on business was down slightly (8%, down from 10% in 1992) (Table 8)

Trip Purpose



Air travellers (17%) were more likely than those using other modes of transportation to be travelling on business, while RV travellers (51%) were much more likely than others to be travelling for general pleasure or recreation. RV travellers (12%) were also more likely than automobile (6%) or air (0%) travellers to be passing through Nova Scotia on their way to another province or a state.

Combining Business With Pleasure

Similar to 1992, just over two in ten (22%, down 2 points compared to 1992) of those who were in Nova Scotia primarily for business purposes extended their stay in the province by one or more nights in order to visit the local area. Business visitors who travelled by air (33%) were most likely to indicate they extended their stay, followed by those who travelled by automobile (14%). In addition, international (35%) business travellers, and business travellers from outside Atlantic Canada (28%) were more likely than business travellers from Atlantic Canada (15%) to have extended their stay by one or more nights. (Table 9a)

Among business travellers who extended their visit to Nova Scotia, the average party added 2.5 nights (compared to 2.7 nights in 1992) to their trip, with international (2.7 nights) and other Canada (3.1 nights) visitors staying longer than business travellers from Atlantic Canada (1.6 nights). Those who travelled to the province by airplane (2.9 nights) extended their stay for more nights than those who travelled by automobile (1.7 nights). (Table 9b)

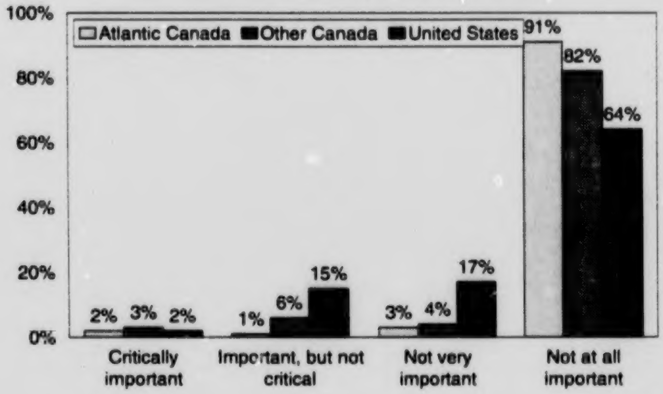
Business travellers who extended their visit to Nova Scotia tended not to bring family members or friends along with them; fewer than two in ten (18%, compared to 17% in 1992) indicated they had persons who were not directly involved in their business trip accompanying them. Those who travelled to the province by airplane (14%) were less likely than those travelling by car (21%) or RV (49%) to bring non-business individuals with them on their trip. In addition, international visitors (25%) were more likely than Canadian visitors (18%) to bring non-business individuals with them. (Table 10)

Influence of Exchange Rate

The 2000 questionnaire asked American and Canadian respondents about the influence of the U.S./Canada exchange rate on their decision to travel to Nova Scotia. This question was included to determine the extent to which the exchange rate motivated Canadian visitors to stay in Canada, and American visitors to travel to Canada.

Among visitors to Nova Scotia from Canada, the U.S./Canada exchange rate did not have any influence on their decision to visit Nova Scotia in the vast majority of cases. Only 3% of visitors from Atlantic Canada, and 9% of visitors from other Canada stated the exchange rate was important but not critical or critically important to their decision to visit Nova Scotia. The exchange rate was only somewhat more important to American visitors; 17% of parties indicated the exchange rate was important but not critical or critically important to their decision to visit the province. (Table 12a)

Importance of Exchange Rate to Decision to Visit Nova Scotia



Only 2% of parties from the United States actually extended their stay in Nova Scotia by one or more nights as a result of the U.S./Canada exchange rate, with the average stay being extended by 2.4 nights. (Tables 12b, 12b_1)

Note: as this question was not asked in previous studies, there is no historical comparative data.

1.2.3 Trip Expenditures

2000 Average Expenditures Per Party*

Type of Expenditures	Overall	Atlantic Canada	Other Canada	International	Business	Pleasure	VFR
Fixed roof accommodations	$270	$111	$301	$521	$328	$513	$101
Campground fees	$14	$3	$14	$33	$6	$26	$4
Restaurants	$285	$116	$365	$467	$347	$444	$181
Ferry/air fares	$293	$78	$356	$594	$342	$367	$253
Auto – repairs/gas/oil	$78	$66	$81	$98	$45	$106	$70
Taxi/car rental	$68	$8	$102	$126	$61	$120	$48
Groceries/liquor	$52	$25	$69	$76	$19	$54	$64
NS handcrafted products	$38	$9	$56	$63	$27	$66	$31
Clothing purchases	$52	$48	$56	$53	$29	$55	$64
Other shopping	$37	$30	$44	$39	$36	$35	$37
Recreation & entertainment	$50	$23	$61	$83	$32	$83	$38
Other	$6	$4	$8	$8	$16	$6	$4
Total expenditures per party	$1,216	$504	$1,494	$2,114	$1,266	$1,839	$879
Total expenditures per party (ex. air/ferry costs)	$944	$430	$1,155	$1,562	$939	$1,496	$640
Daily Expenditures**	$145	$119	$131	$195	$229	$253	$84

*Note – package expenditures have been included in the calculation of trip expenditures

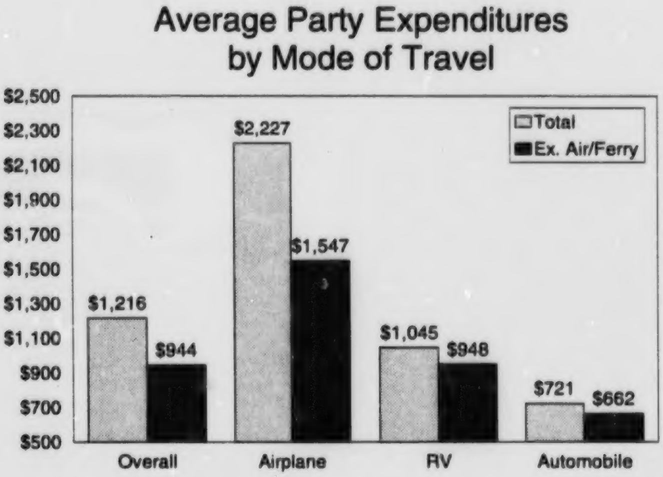
**Excluding air/ferry costs

The average party visiting Nova Scotia in 2000 spent $1,216 in trip-related expenditures, with $944 per party being spent in the province (the balance was spent on ferry or air fares). Visitors who were travelling for pleasure or general recreation accounted for the highest trip expenditures, with the average party spending $1,496 in the province. Those visiting friends or relatives had the lowest trip expenditures ($640 per party, excluding air and ferry costs). Business travellers spent $939 per party.

Average party expenditures tended to increase as the distance required to reach the province increased. The average party from Atlantic Canada spent the least ($430, excluding air and ferry costs), followed by visitors from other Canada ($1,155), with international visitors spending the most ($1,562).

Among the various modes of travel, average party expenditures excluding air and ferry costs were highest among air travellers ($1,547), followed by RV ($948) and automobile ($639) travellers.

Looking at average daily expenditures (excluding air and ferry costs), results similar to those seen for total trip expenditures were observed. Visitors who were travelling for pleasure spent the most on a daily basis ($253), followed by business travellers ($229), with those who were visiting friends or relatives ($84) spending the least. Similarly, international visitors spent the most ($195), followed by visitors from other Canada ($131) and those from Atlantic Canada ($119). RV travellers, spent less than those travelling by automobile ($107 compared to $125 per day), with air travellers spending considerably more ($176 per day).



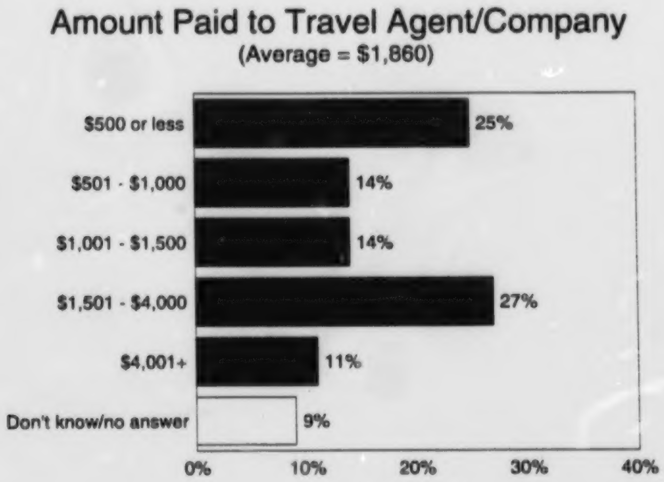
Excluding ferry and air fares, which do not benefit Nova Scotia's economy entirely, parties spent the most in restaurants ($285) and on fixed roof accommodations ($270), with other expenditure categories each accounting for less than $100 per party. International ($467) and other Canada ($365) visitors spent considerably more than Atlantic Canada ($116) visitors at restaurants. International ($521) and other Canada ($301) visitors also spent more than Atlantic Canada ($111) visitors on fixed roof accommodations. As Atlantic Canada visitors took shorter trips and were more likely to have stayed at the homes of friends or relatives, it is not surprising to see lower expenditure levels on these two categories.

1.2.4 Travel Agent/Company Pre-Paid Expenses

The 2000 Visitor Exit Survey included a series of questions regarding pre-paid travel expenses. This is the first time this type of information has been collected as part of an exit survey, and as a result, there is no historical comparative data. Please note that these costs, where applicable, were incorporated into calculations of overall trip expenditures.

Fewer than one in ten parties (8%) pre-paid trip expenses to a travel agent or travel company before arriving in Nova Scotia. Air travellers (20%) were most likely to have purchased a travel package, with only a small percentage of automobile (2%) or RV (1%) travellers having purchased a pre-paid travel package. International visitors (16%) were more likely than other Canada visitors (9%) and Atlantic Canada visitors (2%) to have purchased a travel package before arriving in Nova Scotia. (Table 15a)

Among parties that pre-paid trip expenses to a travel agent or company, one-quarter (25%) paid $500 or less, while close to three in ten (28%) paid between $501 and $1,500, and one-quarter (27%) paid between $1,501 and $4,000. One in ten (11%) parties paid in excess of $4,000, with the average party paying $1,860. (Table 15b)



International visitors (average of $2,620) tended to pay more than Canadian visitors, and pleasure visitors ($2,710) paid more than either business travellers ($1,140) or parties that were visiting friends or relatives ($1,070).

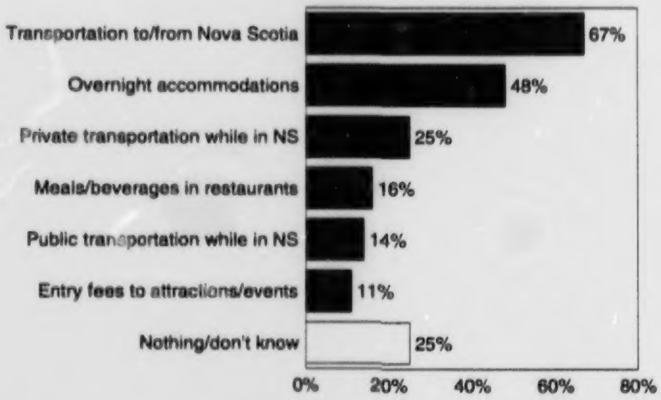
Travel Package Characteristics

An average of 4.2 nights of Nova Scotia accommodations were covered by parties' travel packages. Six in ten (60%) parties that pre-paid for a travel package indicated their travel package covered expenses for travel in Nova Scotia only, while just over one-quarter (27%) had packages that covered other destinations. Among parties that had packages that covered other destinations, an average of 7.0 nights in other destinations accommodations were covered by their packages. (Tables 15e, 15f, 15h)

Transportation to/from Nova Scotia was the most frequently mentioned package component (67%), followed by overnight accommodations (48%) and private transportation while in Nova Scotia (25%), with fewer than two in ten parties identifying any other components that were included in their travel packages. (Table 15g)

One-quarter (25%) of parties that had pre-paid travel expenses to a travel agency or company did not provide a response, or indicated nothing was included in their travel package.

Travel Package Components



Accommodations

The following table illustrates the percentage of parties visiting Nova Scotia in 2000 that stayed at least one night in each of the accommodations listed, and the average number of nights spent in each type of accommodation. (Table 17)

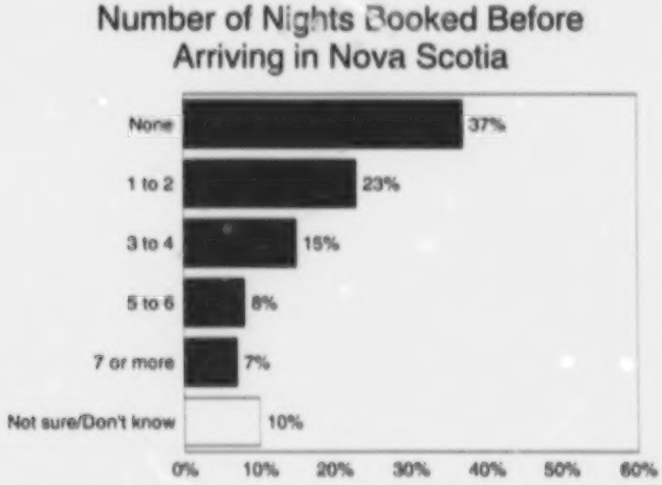
Type of Accommodation	Overall	Atlantic Canada	Other Canada	International	Business	Pleasure	VFR
Friends/relatives							
% Visited	46%	59%	47%	21%	21%	16%	84%
#Nights	6.9	4.0	10.2	9.3	3.5	6.4	7.5
Hotel							
% Visited	32%	23%	36%	42%	62%	45%	12%
#Nights	3.0	2.2	3.4	3.3	3.1	3.2	2.7
Motel							
% Visited	19%	15%	18%	29%	15%	31%	9%
#Nights	2.6	2.2	2.8	2.9	3.0	3.0	2.4
Bed & breakfast							
% Visited	10%	2%	13%	18%	3%	21%	5%
#Nights	3.4	3.5	3.4	3.3	3.2	3.8	2.2
Country inn							
% Visited	4%	1%	5%	9%	2%	10%	2%
#Nights	2.2	1.6	2.0	2.7	2.0	2.3	2.6
Resort							
% Visited	2%	1%	2%	4%	3%	4%	1%
#Nights	2.5	2.2	2.7	2.7	2.2	2.7	2.4
Hunting/fishing lodge							
% Visited	1%	0%	0%	1%	0%	1%	0%
#Nights	2.0	n/a	n/a	2.3	n/a	1.9	n/a
Commercial cottage/ cabin							
% Visited	2%	1%	2%	2%	0%	3%	1%
#Nights	5.0	3.2	4.9	6.4	n/a	3.6	7.2
Private cottage/vacation home							
% Visited	2%	1%	3%	4%	1%	2%	2%
#Nights	16.6	3.7	21.0	18.9	1.5	8.6	10.6
National/provincial campground							
% Visited	3%	1%	5%	5%	1%	6%	2%
#Nights	8.1	2.6	4.8	16.1	6.0	4.7	4.7
Private campground/ trailer park							
% Visited	5%	2%	6%	10%	1%	12%	1%
#Nights	5.0	3.7	5.0	5.4	2.3	5.9	5.0

The homes of friends/relatives (46%) and hotels (32%) were the types of accommodations most likely to have been used by visitors to Nova Scotia, followed by motels (19%) and bed & breakfast (10%) accommodations. Fewer than one in ten parties stayed at any of the other types of accommodations. Differences were observed based on trip purpose. Business travellers (62%) were much more likely than non-business (pleasure 45%, VFR 12%) travellers to have stayed at a hotel, and much less likely to have used any other type of accommodations. Those travelling for pleasure were more likely than those visiting friends or relatives to have stayed at paid accommodations (hotel, motel, bed & breakfast, country inn), while those visiting friends and relatives (84%) were much more likely to have stayed at the homes of the people they were visiting. Looking at place of origin, those from Atlantic Canada (59%) were more likely than visitors from the rest of Canada (47%) or international visitors (21%) to have stayed with friends or relatives, while visitors from outside Atlantic Canada were more likely to have used paid accommodations.

Looking at mode of travel, RV travellers, not surprisingly, were less likely than other visitors to have used accommodations other than privately operated campgrounds/trailer parks (54%) or national/provincial campgrounds (26%). Air visitors were more likely than those travelling by automobile to have stayed at a hotel (50% vs. 25%), bed & breakfast (16% vs. 7%) or country inn (8% vs. 3%), while automobile travellers were more likely to have stayed at the homes of friends or relatives (50% vs. 44%) or at a motel (21% vs. 16%).

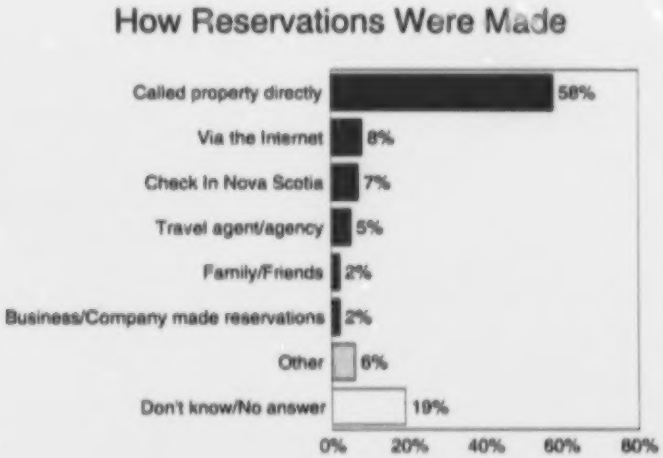
Visitors tended to spend the greatest number of nights when staying with friends or relatives (6.9 nights), at national/provincial campgrounds (8.1 nights) or at private cottages/vacation homes (16.6 nights). An average of 5.0 nights or less was spent at other types of accommodations.

Among parties that stayed in commercial accommodations during their visit to the province, close to four in ten (37%) did not book their accommodations until after they had arrived in Nova Scotia. Close to one-quarter (23%) booked one to two nights, with a similar number (23%) booking between three and six nights. Fewer than one in ten (7%) parties booked in excess of six nights prior to arriving in the province. Air travellers (25%) were less likely than those travelling by automobile (41%) or RV (59%) to have booked no accommodations prior to arriving in the province. Similarly, business travellers (19%) were less likely than those who were visiting friends or relatives (51%) or who were travelling for general pleasure or recreation (39%) to have booked no accommodations prior to arriving in the province. On average, 3.8 nights were booked by those who arranged for accommodation prior to coming to Nova Scotia. (Table 20a)



Among those parties that used commercial accommodations but did not make reservations until after they arrived in Nova Scotia, fewer than one in ten (8%) experienced difficulty in obtaining reservations in the province. Just over one-half (52%) of these parties were able to find accommodations in the area they wanted, while just over four in ten (42%) found accommodations outside the area they wanted. (Tables 21a, 21b)

The majority of visitors (58%) who made reservations in Nova Scotia called the property directly to make their reservations, while close to one in ten (8%) used the Internet and a similar number (7%) used Check In Nova Scotia. Only one in twenty (5%) used a travel agent to book their accommodations. (Table 20b)



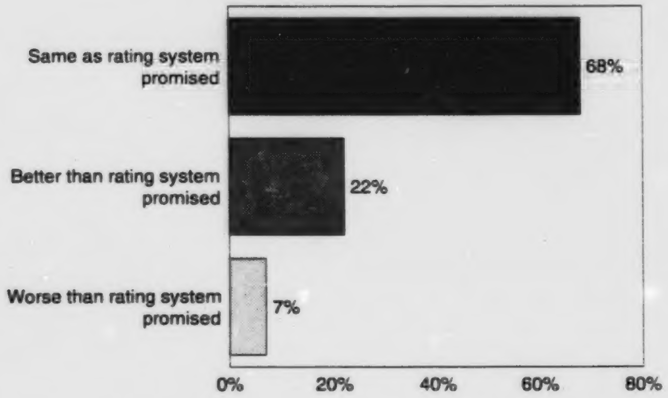
Three-quarters (74%) of visitors did not experience any problems when making their accommodations reservations, with close to one in ten (8%) indicating they did experience some sort of problem. When asked to elaborate on the kinds of problems they experienced, seven in ten were either unable to secure reservations at their desired accommodations (49%), or could not reserve the nights they wanted (20%). Close to one-quarter identified uninformed (12%) or rude (11%) staff. Among those who experienced difficulties making reservation, more than one-half (54%) were able to obtain comparable or better quality accommodations in the same area, while one-quarter (26%) found lower quality accommodations in the same area. One in ten (11%) went outside of their desired area to obtain accommodations. (Tables 20c, 20d, 20e)

Among parties that booked commercial accommodations, two in ten (21%) used a rating system to help them choose their accommodations in the province. International visitors (33%) and those visiting the province for pleasure or recreation (33%) were more likely than other travellers to have used a rating system. (Table 19a)

Among parties that used a rating system when choosing their accommodations, CAA/AAA (34%) and some type of star system (30%) were the two most frequently mentioned systems, followed by Canada Select (15%) and the Doers and Dreamers Guide (13%) (Note: This was a partially aided question, with respondents volunteering their Doers and Dreamers Guide responses). Visitors from outside Atlantic Canada were more likely than those from Atlantic Canada to use CAA/AAA, and those from other Canada were more likely than Atlantic Canadians and international visitors to have used the Doers and Dreamers Guide. In addition, business travellers were more likely than non-business travellers to have used a star system, and non-business visitors were more likely to have used CAA/AAA. (Table 19b)

For the most part, travellers' experiences with accommodations they chose through a rating system were as expected or better than expected based on what the rating system had led them to expect, with fewer than one in ten (7%) indicating their accommodations were worse than what they had expected from the rating system. (Table 19c)

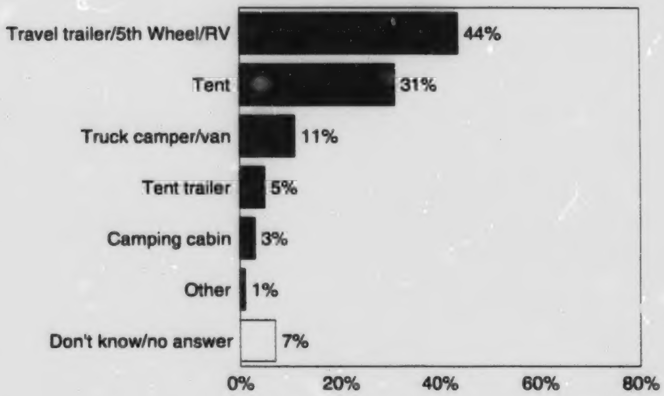
Rating of Accommodations



Campground Information

Among the 8% of parties that indicated they stayed at a campground during their visit to Nova Scotia, more than four in ten used a travel trailer, 5th wheel, motor home or RV, while three in ten (31%) used a tent and one in ten (11%) used a truck camper or van. Visitors from Atlantic Canada (73%) were much more likely than those from the rest of Canada (26%) or international visitors (18%) to have used a tent, while visitors from outside Atlantic Canada were more likely to have used a travel trailer, 5th wheel, motor home or RV. (Table 18a)

Type of Camping Equipment/Shelter Used



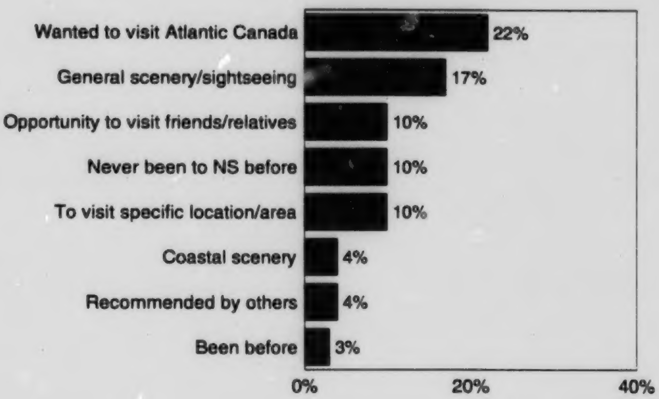
Among parties that indicated they stayed at a national or provincial campground, and used a tent, slightly more than one in ten (13%) stayed at an unserviced wilderness campsite. (Table 18b)

1.2.5 Pleasure Travellers

Motivations For Pleasure Travellers

Among the parties visiting Nova Scotia, 27% or 76,800 parties indicated they were travelling to the province for general pleasure or recreation. When asked for the main reason why they chose Nova Scotia for their vacation, respondents gave five main reasons: they wanted to visit Atlantic Canada (22%), general scenery/sightseeing (17%), it offered an opportunity to visit friends or relatives (10%), they had never been to Nova Scotia before (10%) and to visit a specific area or location within Nova Scotia (10%). (Table 11a)

Main Reason Why Pleasure Travellers Chose Nova Scotia



International visitors (24%) and visitors from outside Atlantic Canada (29%) were more likely than Atlantic Canadian visitors (6%) to state they chose Nova Scotia because they wanted to visit Atlantic Canada. International visitors (17%) were also more likely than Canadian visitors to choose Nova Scotia because they had never visited the province before. Conversely, Atlantic Canada visitors (27%) were much more likely than other visitors to indicate they chose Nova Scotia because it offered them an opportunity to visit friends or relatives.

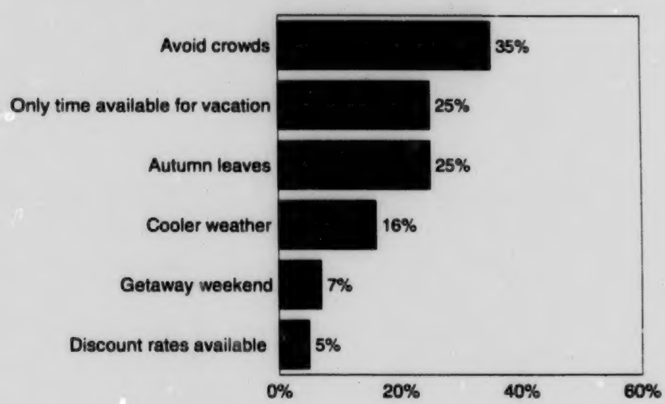
Specific Areas of Nova Scotia

The one in ten pleasure visitors who chose Nova Scotia in order to visit a specific area within the province were asked to identify the area. One-third (33%) identified The Cabot Trail, followed by Halifax (25%) and Cape Breton in general (20%). Other locations were mentioned by fewer than one in ten travellers. (Table 11aa)

Spring/Fall Visitors

Pleasure visitors who came to Nova Scotia in June, September, October or November did not appear to be motivated by less expensive rates during this time of year. The most popular reason for coming to Nova Scotia in June, September, October or November was to avoid the crowds (35%), followed by being the only time available for a vacation (25%) and to see the autumn leaves (25%). (Table 11c)

Why Visit Nova Scotia in the Fall



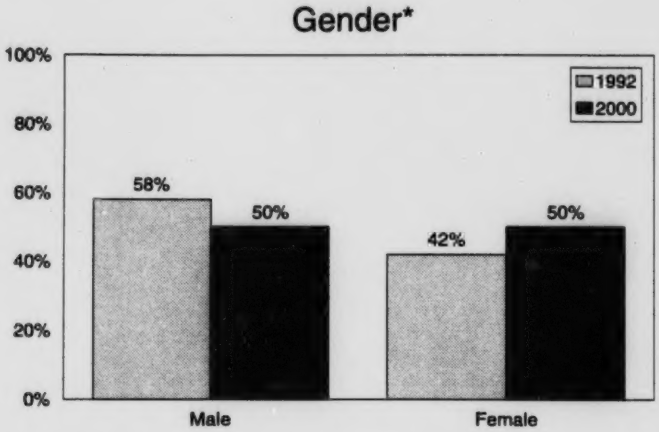
1.3 Visitor Characteristics

This section moves away from party information, and focuses on the individual visitor to Nova Scotia. Visitors who were 15 years of age or more were randomly selected to complete the remainder of the questionnaire. This section examines participation in activities, perceptions of the province as a vacation destination, use of the Nova Scotia Doers and Dreamers Travel Guide, and repeat visits to the province among visitors.

1.3.1 Visitor Characteristics

Gender

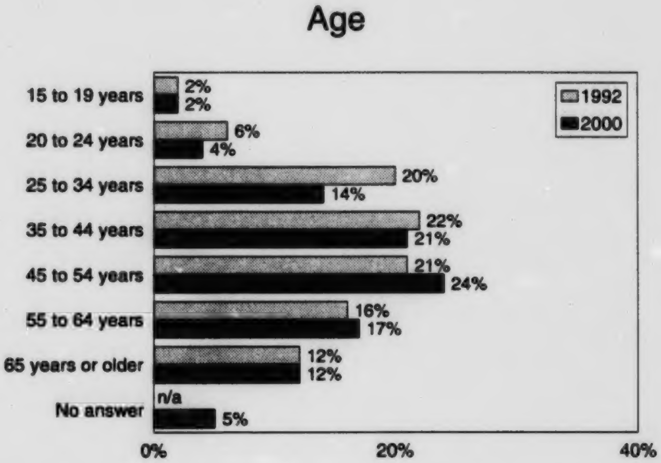
Among visitors on which gender information was recorded, one-half were male, while the other half were female. Similar to 1992 results, business travellers (64%) were more likely than non-business travellers to be male. (Table 24a)



*Among visitors for whom genger information was recorded.

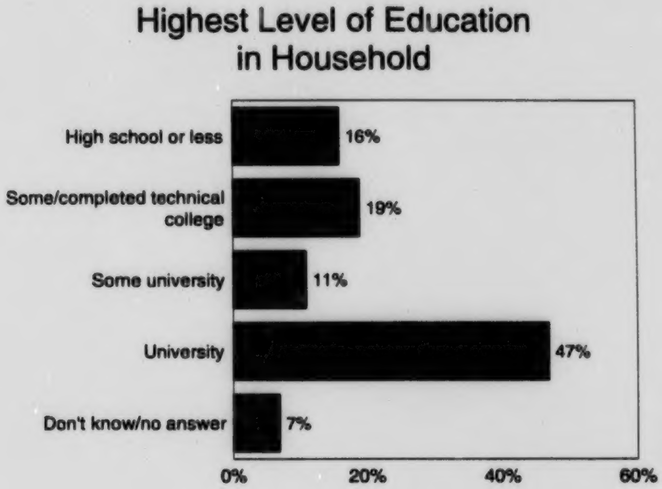
Age

Only a small percentage (6%) of visitors were between the ages of 15 and 24 years, with the majority being between 35 and 54 years of age (45%). Just over one in ten (12%) were aged 65 years or older. RV visitors (50%) were much more likely than automobile (28%) or air (25%) visitors to be 55 years of age or older. Business visitors (31%) were more likely than non-business visitors to be between 35 and 44 years of age. (Table 24b)



Education

Close to one-half of all visitors travelling to Nova Scotia included at least one member within their household who has completed a university degree, with two in ten having at least one member who has completed some or all of a technical college program. Fewer than two in ten visitors identified high school or less as the highest level of education attained in their household. (Table 40)



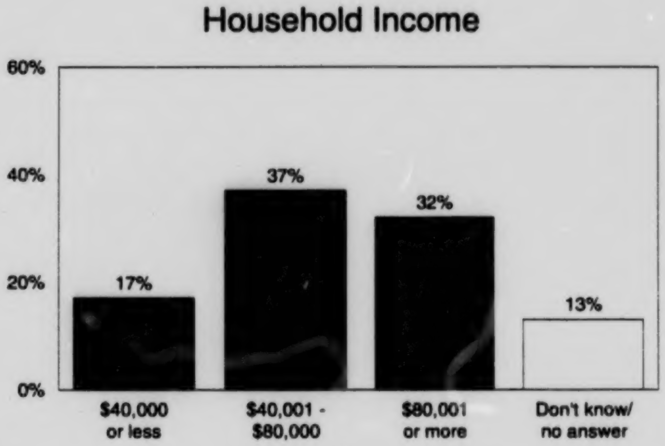
Business travellers (61%) were more likely than those travelling for pleasure (51%) or to visit friends or relatives (42%) to have a household member who has completed a university degree. In addition, air travellers (66%) were much more likely than automobile (42%) or RV (35%) travellers to have at least one household member with a university education.

Education levels differed based on visitor origin, with visitors from Atlantic Canada (39%) being less likely than those from other Canada (54%) or outside Canada (55%) to have at least one household member who has completed a university degree.

Note: comparable 1992 data is not available due to a change in the question regarding education.

Household Income

In 2000, the majority (69%) of visitors reported household incomes of more than $40,000, with one-third (32%) reporting household incomes of more than $80,000. Business travellers (43%) were more likely than those travelling for pleasure (38%) or to visit friends or relatives (25%), and air travellers (52%) were more likely than automobile (24%) or RV (33%) travellers to have household incomes in excess of $80,000. In addition, visitors from Atlantic Canada (18%) were less likely than visitors from other Canada (42%) or outside Canada (42%) to have household incomes of more than $80,000. (Tables 41a, 41b)



Note: the question regarding household income was changed in the 2000 study. As a result there is no historical data for comparison purposes.

Previous Trips to Nova Scotia

Nearly three-quarters of visitors (73%) had travelled to Nova Scotia before, similar to 1992, when 76% were repeat visitors to the province. Not surprisingly, visitors who live in Atlantic Canada (91%) or other parts of Canada (72%) were considerably more likely than international visitors (39%) to have visited Nova Scotia before. Visitors to the province who were travelling for general pleasure or recreation (45%) were much less likely than other visitors to have visited the province before. In addition, automobile visitors (80%) were more likely than RV (58%) or air (58%) visitors to have visited Nova Scotia before. (Table 25a)

Among visitors who visited Nova Scotia before, most had travelled to the province in the past two years (41% in 2000, 29% in 1999). Visitors from Atlantic Canada (88%) were more likely than those from the rest of Canada (49%) international visitors (46%) to have visited in the past two years. (Table 25b)

M121

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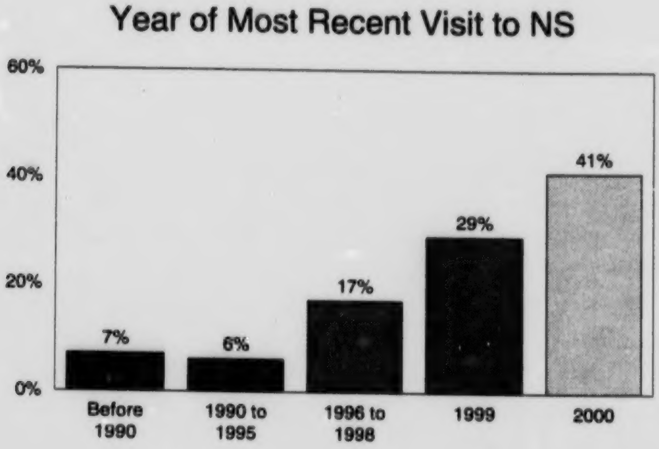
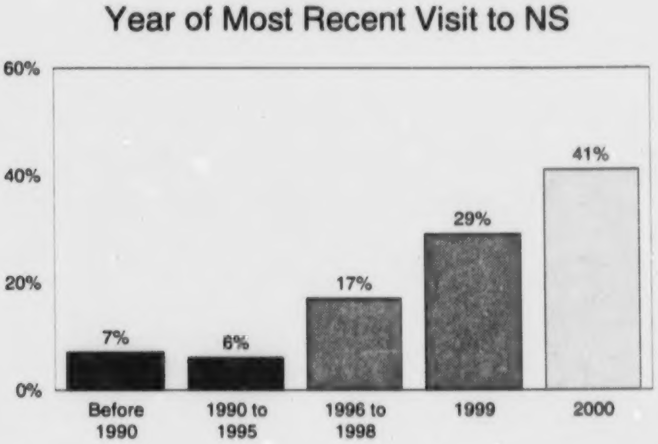

Year of Most Recent Visit to NS

1.3.2 Trip Characteristics

Participation in Activities

The following table illustrates the percentage of visitors who participated in a range of vacation activities. Generally, Atlantic Canadians were less likely than other Canadians or international visitors, and business travellers were less likely than non-business travellers to have participated in the activities under consideration. (Tables 26a-26m, 28a-28s)

Activity	**Overall**		**Atlantic Canada**		**Other Canada**		**International**	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
General sightseeing	67	72	50	59	74	79	81	87
Leisure walking/hiking	59	55	46	38	65	65	71	73
Visit friends or relatives	n/a	55	n/a	65	n/a	59	n/a	29
Shopping (ex. craft, antiques)	n/a	51	n/a	41	n/a	54	n/a	63
Craft shops/studios	46	45	26	26	55	57	59	64
National/provincial historic sites	n/a	36	n/a	17	n/a	46	n/a	56
Nature observation	n/a	34	n/a	17	n/a	42	n/a	53
Beaches/exploring	n/a	31	n/a	14	n/a	43	n/a	45
Museums	n/a	28	n/a	10	n/a	38	n/a	47



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	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
General sightseeing	67	72	50	59	74	79	81	87
Leisure walking/hiking	59	55	46	38	65	65	71	73
Visit friends or relatives	n/a	55	n/a	65	n/a	59	n/a	29
Shopping (ex. craft, antiques)	n/a	51	n/a	41	n/a	54	n/a	63
Craft shops/studios	46	45	26	26	55	57	59	64
National/provincial historic sites	n/a	36	n/a	17	n/a	46	n/a	56
Nature observation	n/a	34	n/a	17	n/a	42	n/a	53
Beaches/exploring	n/a	31	n/a	14	n/a	43	n/a	45
Museums	n/a	28	n/a	10	n/a	38	n/a	47

Activity	Overall		Atlantic Canada		Other Canada		International	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
Visit national/provincial park	29	24	11	8	35	**33**	48	**42**
Nightclubs/lounges/pubs	21	24	20	17	26	31	16	26
Antique shops	25	23	12	10	32	**32**	30	**32**
Special events/festivals	14	20	11	15	16	**25**	13	**21**
Live music/dance	n/a	21	n/a	16	n/a	**26**	n/a	**23**
Casinos	n/a	17	n/a	16	n/a	19	n/a	17
Art galleries	9	12	3	3	11	**17**	16	**21**
Birding	11	9	4	6	13	10	19	**16**
Beach – swimming/ sunbathing	n/a	9	n/a	5	n/a	**16**	n/a	**10**
Wilderness hiking	18	7	8	3	23	8	26	**13**
Guided tours	11	7	3	2	15	**10**	18	**13**
Fishing/sightseeing boat tour	n/a	7	n/a	4	n/a	11	n/a	10
Golfing	6	6	4	4	9	9	6	6
Attend sports events	5	6	5	3	7	9	4	5
Whale/seabird boat tour	n/a	5	n/a	2	n/a	7	n/a	**11**
Live theatre	n/a	5	n/a	4	n/a	7	n/a	4
Research family history	n/a	5	n/a	4	n/a	8	n/a	4
Bicycling	3	2	2	1	4	5	4	4
Freshwater canoeing/ kayaking	n/a	2	n/a	2	n/a	2	n/a	4
Sea kayaking	n/a	1	n/a	1	n/a	2	n/a	2

The following nine activities had the highest participation rates:

General sightseeing	72%
Leisure walking/hiking	55%
Visiting friends or relatives	55%
Shopping (ex. craft, antiques)	51%
Visiting craft shops/studios	45%
Visiting a national/provincial historic site	36%
Nature observation	34%
Beach exploring/beachcombing	31%
Visiting museums	28%

Activity	Overall		Atlantic Canada		Other Canada		International	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
Visit national/provincial park	29	24	11	8	35	33	48	42
Nightclubs/lounges/pubs	21	24	20	17	26	31	16	26
Antique shops	25	23	12	10	32	32	30	32
Special events/festivals	14	20	11	15	16	25	13	21
Live music/dance	n/a	21	n/a	16	n/a	26	n/a	23
Casinos	n/a	17	n/a	16	n/a	19	n/a	17
Art galleries	9	12	3	3	11	17	16	21
Birding	11	9	4	6	13	10	19	16
Beach – swimming/ sunbathing	n/a	9	n/a	5	n/a	16	n/a	10
Wilderness hiking	18	7	8	3	23	8	26	13
Guided tours	11	7	3	2	15	10	18	13
Fishing/sightseeing boat tour	n/a	7	n/a	4	n/a	11	n/a	10
Golfing	6	6	4	4	9	9	6	6
Attend sports events	5	6	5	3	7	9	4	5
Whale/seabird boat tour	n/a	5	n/a	2	n/a	7	n/a	11
Live theatre	n/a	5	n/a	4	n/a	7	n/a	4
Research family history	n/a	5	n/a	4	n/a	8	n/a	4
Bicycling	3	2	2	1	4	5	4	4
Freshwater canoeing/ kayaking	n/a	2	n/a	2	n/a	2	n/a	4
Sea kayaking	n/a	1	n/a	1	n/a	2	n/a	2

The following nine activities had the highest participation rates:

• General sightseeing	72%
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• Visiting craft shops/studios	45%
• Visiting a national/provincial historic site	36%
• Nature observation	34%
• Beach exploring/beachcombing	31%
• Visiting museums	28%

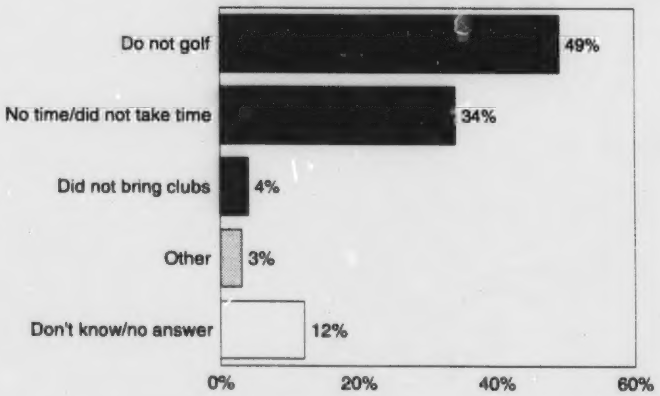
With the exception of visiting friends and relatives, the following has been observed with respect to these high participation activities. Generally, visitors travelling by air or by RV were more likely than those travelling by automobile to have participated in these activities. In addition, visitors who were travelling for pleasure were more likely than those who are visiting friends or relatives to have participated in these activities.

Air and automobile visitors were more likely than those travelling by RV to have visited friends and relatives.

Golf

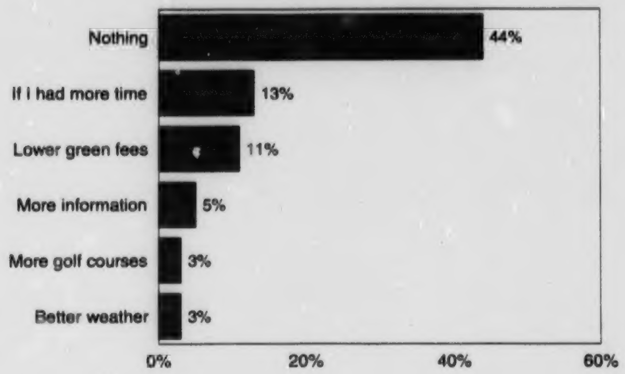
Visitors who indicated they did not golf during their visit to Nova Scotia were asked why they did not golf. Them most common response was that they do not golf (49%), followed by had no time or did not take the time to golf (34%). (Table 27a)

Why Not Golf



More than four in ten visitors (44%) indicated that nothing would encourage them to golf more often in Nova Scotia, while just over one in ten (13%) indicated they might golf more often if they had more time and one in ten (11%) would like to see lower green fees. (Table 27b)

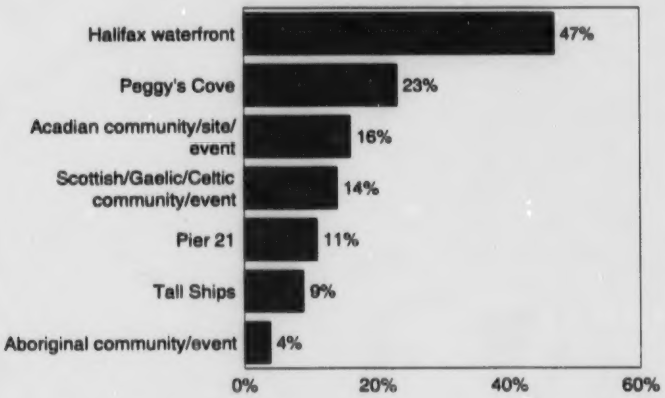
What Would Encourage Visitors to Golf



Specific Attractions

Visitors were asked if they had visited specific Nova Scotia attractions. The Halifax waterfront was the most popular attraction, with close to one-half (47%) of visitors indicating they visited the Halifax waterfront during their visit to the province. Peggy's Cove was visited by nearly one-quarter (23%) of visitors, followed by an Acadian community/event (16%) or a Scottish/Gaelic/Celtic community/event (14%). One in ten (11%) visitors toured Pier 21* or Tall Ships events (9%). Generally, visitors from other Canada and international visitors were more likely than Atlantic Canadian visitors to have visited the attractions. In addition, visitors who travelled to the province by air (70%) were more likely than automobile (40%) or RV (32%) visitors to have visited the Halifax waterfront, likely due to the airport's proximity to Halifax. RV and air visitors were more likely than automobile visitors to have visited Peggy's Cove, an Acadian community/event or a Scottish/Gaelic/Celtic community/event. (Table 29)

Specific Attractions Visited



*Note: Pier 21 results may also include visits to other Halifax waterfront pier locations.

Most Enjoyed Aspect of Trip To Nova Scotia

The following table illustrates what visitors liked most about their trip to the province. The column on the left contains respondents' first mentions, while the second column contains additional elements that respondents indicated they liked. (Tables 30a, 30b)

Most Liked Element	First Mention (%)	Other Mention (%)	Total Mentions (%)
Opportunity to visit friends/relatives	26	9	35
General scenery/sightseeing	19	19	38
Coastal scenery	10	18	28
Friendly people	8	18	26
Specific area in Nova Scotia	7	8	15
Tall Ships	2	4	6
Good weather	2	5	7
Quality of service	2	1	3
Untouched/unspoiled environment	1	7	8
Lobster	1	3	4
Nature viewing	1	3	4
Shopping	1	2	3
Quality of accommodations	1	2	3
Specific festival/event	1	2	3
Casino	1	2	3
Specific museum/attraction	1	0	1

The following five elements were identified most frequently by visitors:

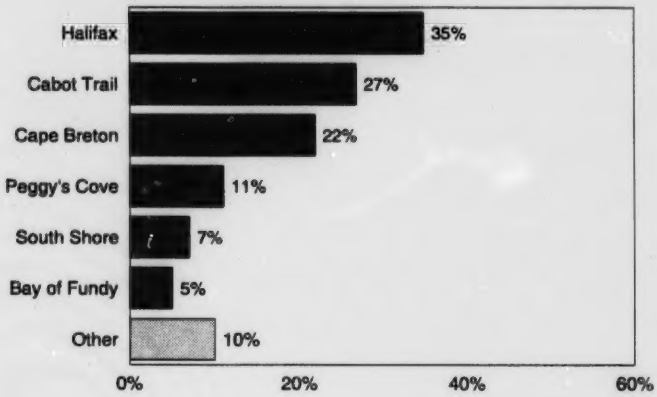
- The opportunity to spend time with friends or relatives
- General sightseeing
- Coastal scenery
- Friendliness of the people
- A specific area of the province

Some geographic differences were observed, with visitors from Canada being more likely than international visitors to list visiting friends or relatives as the most liked aspect of their visit, which may be expected as Canadian visitors were more likely to be coming to the province to visit friends or relatives. International and other Canada visitors were more likely than visitors from Atlantic Canada to identify sightseeing or coastal scenery as elements they liked the most. Finally, international and other Canada visitors were also more likely to identify the friendliness of the people as something the really liked about their visit to Nova Scotia.

Specific Area Enjoyed Most

Overall, over one in ten visitors identified a specific area or location in Nova Scotia as an aspect of their visit to Nova Scotia that they liked the most. Among these visitors, more than one-third (35%) identified Halifax, while one-half mentioned either the Cabot Trail (27%) or Cape Breton in general (22%) and one in ten (11%) identified Peggy's Cove. (Table 30_1)

Specific Location Within the Province



Nova Scotia's Greatest Need For Improvement

The following table illustrates visitors' perceptions of areas that offer the greatest opportunity for improvement in Nova Scotia. (Tables 31a, 31b)

Opportunities for Improvement	First Mention (%)	Other Mentions (%)	Total Mentions (%)
Nothing	32	n/a	32
Improve roads/highways	21	5	26
Better/more road signs	8	9	17
Reduce price of gas	6	5	11
More rest/road stops	3	2	5
Reduce taxes	3	3	6
Improve economy	2	0	2
More accommodations	1	0	1
Eliminate tolls	1	0	1
Reduce overall prices	1	1	2
Reduce price of accommodations/food	1	1	2
Improve quality of service	1	0	1
More/better restaurants	1	0	1

One-third (32%) of visitors did not believe there is anything in the province of Nova Scotia that is in need of improvement, while the balance of visitors were most likely to identify improvements related to Nova Scotia's road/highway infrastructure. One-quarter (26%) identified Nova Scotia's roads/highways as being the most important opportunity area, followed by better/more road signs (17%) and more/better road stops or rest areas (5%). One in ten (11%) visitors would like to see the price of gas lowered.

1.3.3 Activities Prior to Trip

Advertising

Nearly six in ten (58%) visitors, or a member of their party, heard or saw advertising for Nova Scotia prior to their visit to the province. The likelihood of seeing or hearing advertising was highest among visitors from the Atlantic Provinces (63%), followed by visitors from the rest of Canada (59%) and international visitors (45%). (Table 32a)

Source of Advertising

Among visitors who recalled seeing or hearing advertising for Nova Scotia prior to their visit to the province, television was the most frequently mentioned medium (67%), followed somewhat distantly by newspaper (27%), magazine (20%), radio, (16%) direct mail (14%) and the Internet (10%). International visitors were much less likely than Canadian visitors to identify television, while visitors from Atlantic Canada were less likely than visitors from other Canada or outside Canada to identify newspaper, magazines or the Internet, and were more likely to identify radio or direct mail as the advertising medium. (Table 32b)

Source of Advertising By Visitor Origin

	Overall (%)	Atlantic Canada (%)	Other Canada (%)	International (%)
Television	67	79	63	43
Newspaper	27	20	30	37
Magazine	20	13	25	29
Radio	16	23	12	4
Direct mail	14	21	7	8
Internet	10	4	13	20
TV Show	6	7	5	3

Activities Prior to Arriving in Nova Scotia

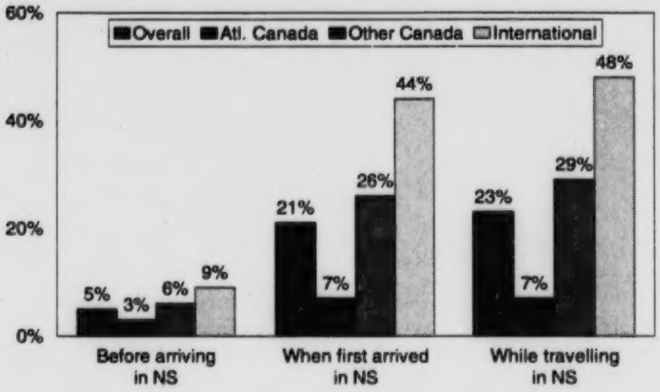
The following table illustrates the percentage of visitors who participated in the following pre-trip planning activities. Among the activities that were evaluated, the most popular one was gathering information on Nova Scotia through the Internet, with two in ten (21%) visitors having participated in this activity, and one in ten (11%) actually requesting information via the Internet. Visitors from outside Atlantic Canada were considerably more likely than those from Atlantic Canada to have used the Internet to gather or request information about Nova Scotia. Close to two in ten (18%) visitors called a 1-800 number for information, with visitors from outside Atlantic Canada being more likely than those from Atlantic Canada to have called a 1-800 number. Visitors travelling for pleasure were more likely than those travelling on business or to visit friends or relatives to have used the Internet to look for or request information, or to have called a 1-800 number for information. One in twenty (5%, with non-Atlantic Canadians being most likely to have contacted a travel agency) visitors contacted a travel agent for information or to book a tour, while only a very small percentage (1%) used the Internet to book a tour. While the Internet has become a very popular source of travel information, there continues to be a strong reluctance to use the Internet to transmit the sensitive financial information required to make reservations. (Tables 33_1-33_6)

Participation in Activities Prior to Trip By Visitor Origin

	Overall (%)	Atlantic Canada (%)	Other Canada (%)	International (%)
Gather information on Internet	21	6	30	36
Call 1-800 number for information	18	9	24	27
Request information via Internet	11	3	14	20
Contact travel agent for info/to book tour	5	1	6	12
Book package tour via Internet	1	0	1	2
Attend travel show	0	0	0	1

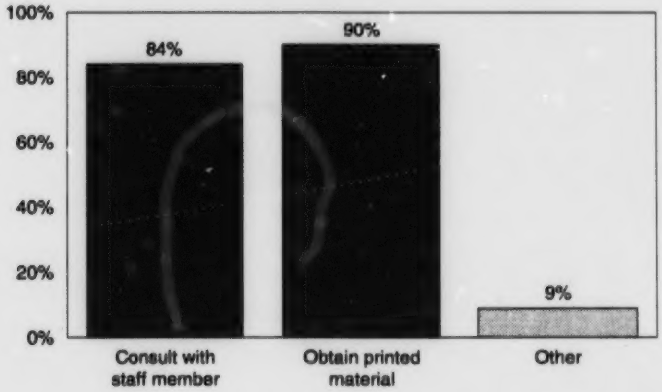
Visitor Information Centres/Tourist Bureaus

International visitors were most likely to have visited Visitor Information Centres or tourist bureaus, with more than four in ten (44%) having visited a VIC/tourist bureau when they first entered the province, and nearly one-half (48%) making a visit while they were travelling in Nova Scotia. One-quarter (26%) of visitors from other Canada visited a VIC/tourist bureau when they first entered Nova Scotia, and three in ten (29%) made a visit while they were travelling through the province. Visitors from Atlantic Canada were least likely to have visited a VIC/tourist bureau. Visitors who were travelling for pleasure were much more likely than business visitors or those visiting friends or family to have visited a VIC/tourist bureau. On average, those who stopped at a VIC/tourist bureau while travelling in Nova Scotia made an average of 2.2 visits, with visitors from Atlantic Canada making fewer visits than visitors from outside Atlantic Canada. (Tables 34_1-34_3, 34)



Visited VIC/Tourist Bureau by Visitor Origin

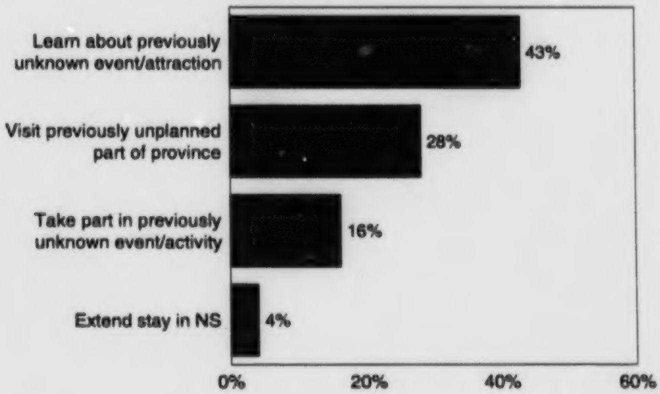
The majority of those who visited a VIC/tourist bureau consulted with a staff member (84%) and obtained printed material (90%). (Tables 35_1, 35_2)



Activities at VIC/Tourist Bureau

Visitors who stopped at a VIC/tourist bureau were asked whether their visit to the VIC/tourist bureau had an impact on their activities while in Nova Scotia. The most common result of stopping at a VIC/tourist bureau was learning about an activity or area in the province about which visitors had not previously been aware (43%). Nearly three in ten (28%) visitors visited a part of the province they had not planned visit to prior to their stop at a VIC/tourist bureau, while more than one in ten (16%) took part in a previously unknown activity or event. Only a small percent of visitors (4%) actually extended their stay in the province as a direct result of their visit to a VIC/tourist bureau. Generally, visitors from Atlantic Canada were less likely than those from outside Atlantic Canada to indicate their visits to a VIC/tourist bureau had an impact on either their knowledge of the province or activities while visiting Nova Scotia. Visitors who were travelling for pleasure were more likely than business travellers or those visiting friends or relatives to state their VIC/tourist bureau visit had an impact on their knowledge of the province or their activities while in the province. Among those who extended their stay as a result of visiting a VIC/tourist bureau, the average visitor stayed an additional 1.5 nights. (Tables 36_1-36_4, 36)

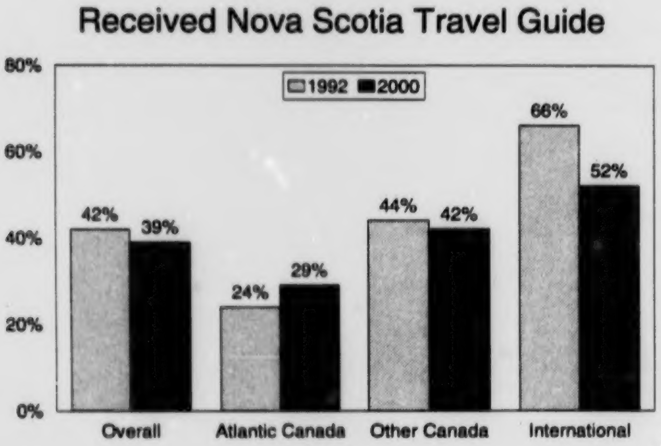
Result of Visit to VIC/Tourist Bureau



Just over one in ten (12%) visitors indicated they or someone in their party visited a "point-of-sale" kiosk that was not in a VIC/tourist bureau. Similar to results seen for VIC/tourist bureaus, those from Atlantic Canada are less likely than visitors from outside Atlantic Canada to have visited a "point-of-sale" kiosk. (Table 37)

Nova Scotia Travel Guide for Doers and Dreamers

Similar to 1992 results, four in ten (39%) visitors received a copy of the 2000 Nova Scotia Travel Guide for Doers and Dreamers, with international visitors (52%) and those from other Canada (42%) being more likely than Atlantic Canadians (29%) to have received a copy of the guide. In addition, visitors travelling for pleasure (59%) were more likely than business travellers (26%) or those visiting friends or relatives (29%) to have received a travel guide. More than six in ten of those who received a travel guide received it prior to leaving home, with visitors from Atlantic Canada being most likely to have received their guide before leaving home on their trip. (Table 38a, 38b)



Preferred Language

Nine in ten (90%) visitors identified English as their preferred language, with one on twenty (4%) stating French is their preferred language. Among those who prefer French, close to four in ten (38%) noticed a program designed to provide services specifically to French speaking visitors, with just over one-half (52%) of these visitors correctly recalling the name of the "Ici on Parle Français" program. The vast majority of visitors who were aware of the "Ici on Parle Français" program indicated they were either completely satisfied (42%) or satisfied (37%) with the service they received. (Tables 39a-39c, 39e)

2. Air Visitors Detailed Analysis

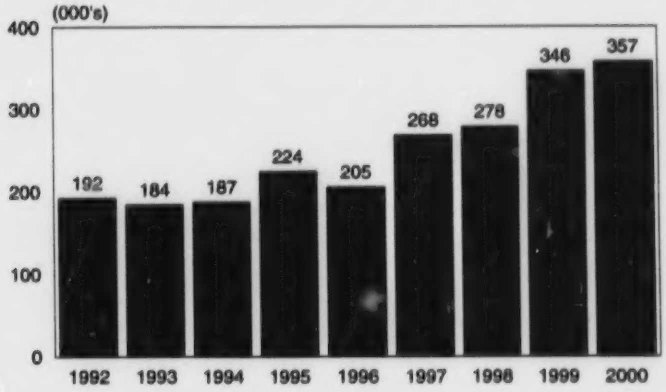
This section of the report focuses on party and visitor data relating to air travellers only, with comparisons between air and other travellers being made in Section 1.

2.1 Overview of Air Visitors

Between May 15 and October 31 2000, a total of 357,431 non-resident person visits were made to Nova Scotia by air. This represents an increase of 11,000, or 3% compared to the same period in 1999. Air traffic to the province increased in each of the past four years, and air visitors represented one-quarter of the total person visits to Nova Scotia in 2000.

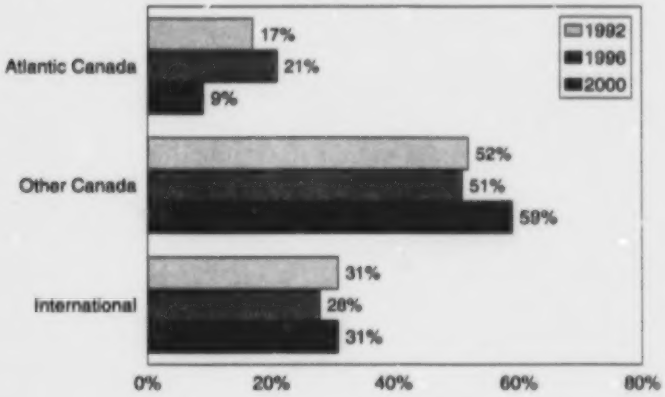
Person Visits by Air

May 15 - October 31, 1992 to 2000



Compared to both 1996 and 1992, the proportion of visitors from Atlantic Canada was down significantly in 2000, with only one in ten (9%) of air visitors indicating they were from Atlantic Canada (versus 21% in 1996 and 17% in 1992). Conversely, the percentage of visitors from other Canada increased by 8 percentage points (59% compared to 51% in 1996 and 52% in 1992). The percentage of international visitors was up slightly compared to 1996 (up 3 points to 31% of total air visitors), and was stable compared to 1992.

Origin of Air Visitors



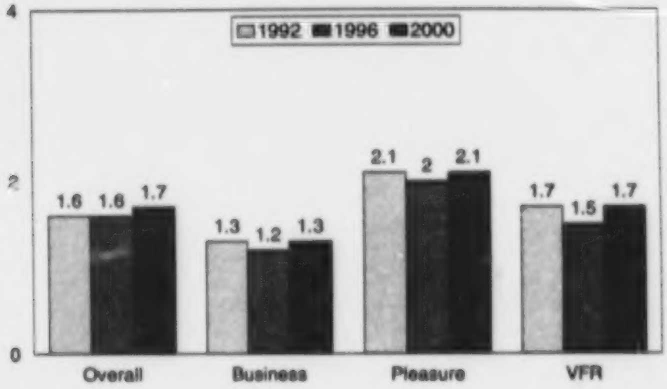
2.2 Party and Trip Characteristics – Air Visitors

This section focuses on travel party characteristics, and discusses results that pertain to the party as a whole rather than the individual visitor.

2.2.1 Party Characteristics

Average Party Size

Visitors arriving in Nova Scotia by air in 2000 travelled in parties averaging 1.7 individuals, up slightly compared to 1996 and stable compared to 1992. Among these parties, the average number of individuals aged 15 years or more was 1.6. Those who were travelling on business (average of 1.3 people) had smaller party sizes than those travelling for pleasure (2.1) or to visit friends or relatives (1.7). (Table 1)

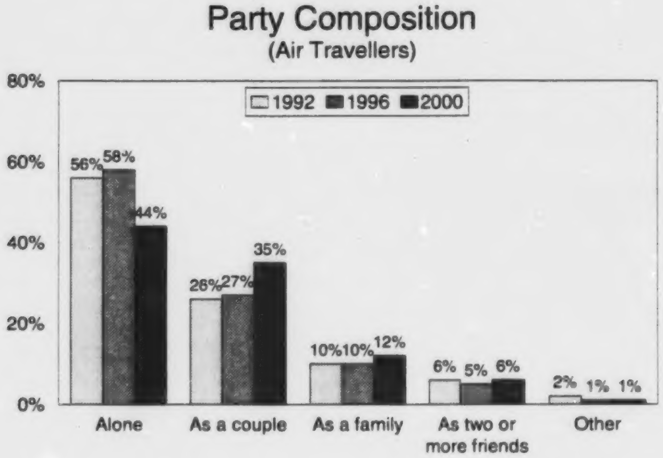


Average Party Size By Purpose of Trip
(Air Travellers)

Party Composition

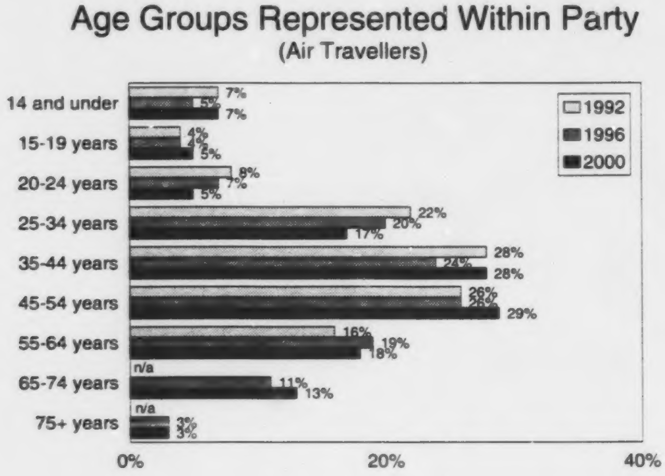
The composition of parties travelling to Nova Scotia by air in 2000 changed compared to 1996 and 1992. In 2000, more than four in ten (44%) parties indicated they were travelling by themselves, down considerably compared to 1996 and 1992, when close to six in ten (58% in 1996, 56% in 1992) parties were travelling by themselves. The proportion of parties travelling as a couple increased from 27% in 1996 (26% in 1992) to 35% in 2000, while the percentage travelling as a family increased slightly from 10% in 1996 and 1992 to 12% in 2000.

Looking at place of origin, international visitors (47%) were more likely than visitors from Atlantic Canada (27%) or other Canada (30%) to be travelling as a couple. Not surprisingly business travellers (72%) were much more likely than non-business travellers to be travelling alone. Those travelling for pleasure (59%) were more likely than those visiting friends or relatives (33%) or business travellers (14%) to be travelling as a couple. (Table 13)



Age

Age distribution among air visitors has remained fairly stable since 1996 and 1992. Just over one in ten parties (12%), had at least one member under the age of 20 years, with a further one in twenty (5%) having at least one member between the ages of 20 and 24 years. Seniors (aged 65 years or more) were represented in close to two in ten parties (16%). Not surprisingly, business travellers were least likely to have party members under the age of 20 years (5%) or over the age of 64 years (2%), while those travelling for pleasure (11% aged 19 or less, 19% aged 65 years or more) or to visit friends or relatives (15% aged 19 or less, 22% aged 65 years or more) were more likely to have children or seniors in their travelling parties. Of note, the percentage of parties with members between the ages of 25 and 34 years declined from 22% in 1992 to 17% in 2000. (Table 14)



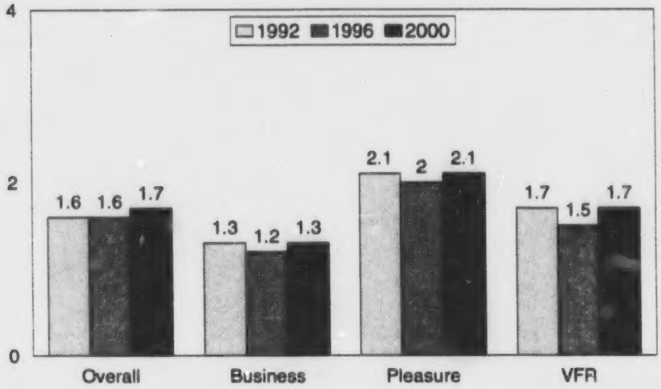
2.2.2 Trip Characteristics

Length of Stay

Following a significant increase in length of stay between 1992 (7.1 nights) and 1996 (8.3 nights), a more modest increase was seen in 2000, with the average number of nights spent in Nova Scotia among air travellers increasing to 8.8 nights in 2000. While the average number of nights among business travellers declined (5.4 nights, down from 6.3 nights in 1996), the number of nights spent in the province among pleasure travellers was stable, and the number of nights among travellers who were visiting friends or relatives increased (11.4 nights, up from 10.1 nights). Business travellers spent fewer nights in the province compared to non-business travellers. (Table 7)

Average Party Size By Purpose of Trip

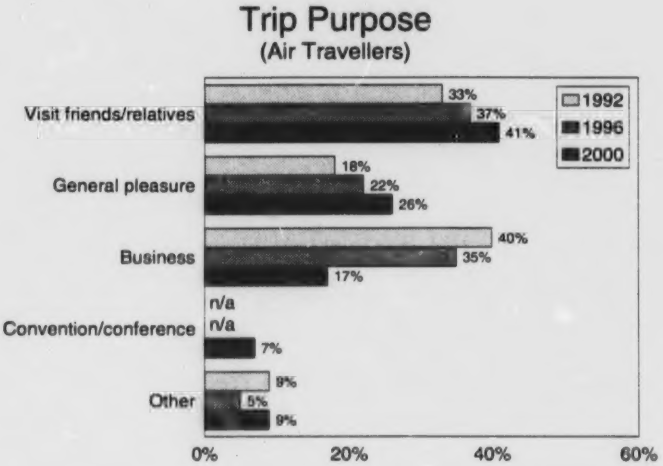
(Air Travellers)



Visitors from Atlantic Canada took shorter trips, averaging 6.3 nights in the province, while those from other parts of Canada (average of 9.0 nights) and international visitors (average of 9.4 nights) stayed for longer periods of time.

Trip Purpose

Visiting friends or relatives (41%) was the most frequently mentioned reason for visiting Nova Scotia, followed by general pleasure or recreation (26%) and business (17%). Compared to 1996 and 1992, the proportion of 2000 air travellers whose main reason for visiting the province is business decreased significantly, with increases in the proportion travelling for pleasure or recreation purposes. (Table 8)



Combining Business With Pleasure

Among air travellers whose primary trip purpose was for business, one-third (33%, up 7 percentage points compared to 1996) extended their stay in the province by one or more nights in order to visit the local area. (Table 9a)

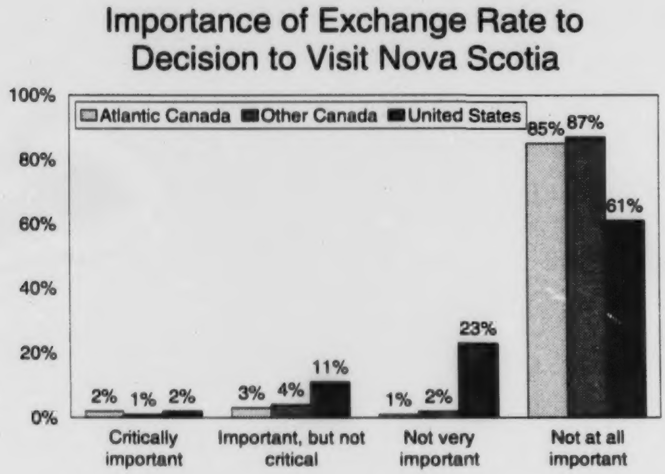
Among business travellers who extended their visit in Nova Scotia, the average party added 2.9 nights to their stay, down slightly from the 3.4 additional nights spent by business travellers in 1996. Similar to 1996 results, international (2.7 nights) and other Canada (3.1 nights) visitors extended their stays by a greater number of nights longer compared to business travellers from Atlantic Canada (2.2 nights). (Table 9b)

Business travellers who extended their visit to Nova Scotia tended not to bring family members or individuals not travelling for business along with them; fewer than two in ten (14%, compared to 10% in 1996) indicated they had persons who were not directly involved in their business trip accompanying them. (Table 10)

Influence of Exchange Rate

American and Canadian travellers were asked about the influence of the U.S./Canada exchange rate on their decision to travel to Nova Scotia. This question was included to determine the extent to which the exchange rate motivated Canadian visitors to stay in Canada, and American visitors to travel to Canada.

The U.S./Canada exchange rate did not influence air travellers' decision to visit Nova Scotia in the vast majority of cases. Only 5% of Canadian visitors stated the exchange rate was important but not critical or critically important to their decision to visit Nova Scotia. The exchange rate was only somewhat more important to American visitors; 13% of parties indicated the exchange rate was important but not critical or critically important to their decision to visit the province. (Table 12a)



Only 3% of parties from the United States actually extended their stay in Nova Scotia by one or more nights as a result of the U.S./Canada exchange rate, with the average stay being extended by 2.9 nights. (Tables 12b, 12b_1)

Note: as this question was not asked in previous studies, there is no historical comparative data.

2.2.3 Trip Expenditures

2000 Average Expenditures Per Party*

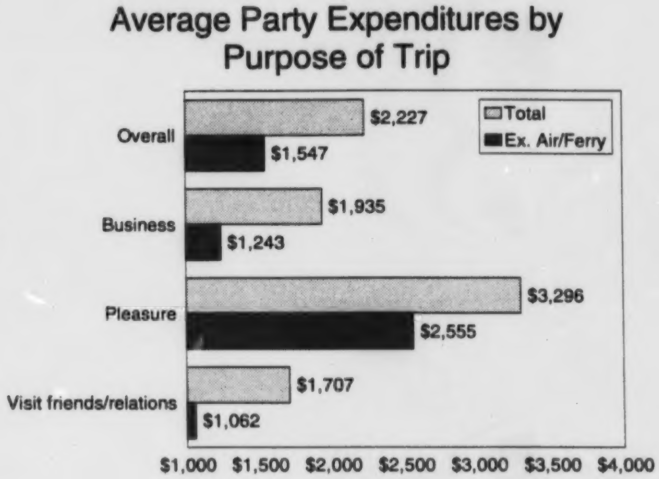
Type of Expenditures	Overall	Atlantic Canada	Other Canada	International	Business	Pleasure	VFR
Fixed roof accommodations	$487	$214	$374	$814	$496	$896	$205
Campground fees	$7	$1	$5	$11	$10	$8	$4
Restaurants	$459	$184	$381	$715	$342	$784	$321
Ferry/air fares	$717	$514	$613	$1,007	$722	$775	$679
Auto – repairs/gas/oil	$42	$25	$35	$64	$29	$64	$31
Taxi/car rental	$203	$60	$190	$276	$133	$365	$140
Groceries/liquor	$70	$46	$66	$87	$26	$66	$99
NS handcrafted products	$61	$13	$62	$76	$39	$91	$57
Clothing purchases	$76	$85	$71	$85	$51	$76	$93
Other shopping	$44	$38	$42	$50	$45	$45	$45
Recreation & entertainment	$89	$48	$75	$133	$59	$139	$67
Other	$10	$0	$8	$17	$17	$19	$1
Total expenditures per party	$2,227	$1,159	$1,906	$3,265	$1,935	$3,296	$1,707
Total expenditures per party (ex. air/ferry costs	$1,547	$709	$1,311	$2,325	$1,243	$2,555	$1,062
Daily expenditures**	$176	$113	$146	$247	$230	$336	$93

*Note – package expenditures have been included in the calculation of trip expenditures
**Excluding air/ferry costs

Among air visitors, the average party visiting Nova Scotia in 2000 spent $2,227 in trip-related expenditures, with $1,547 per party being spent in the province (the balance was spent on ferry or air fares). Visitors who were travelling for pleasure or general recreation accounted for the highest trip expenditures, with the average party spending $2,555 in the province. Those visiting friends or relatives had the lowest trip expenditures ($1,062 per party, excluding air and ferry costs). Business travellers spent $1,243 per party.

Average party expenditures tended to increase as the distance required to reach the province increased. The average party from Atlantic Canada spent the least ($709, excluding air and ferry costs), followed by visitors from other Canada ($1,311), with international visitors spending the most ($2,325).

Looking at average daily expenditures (excluding air and ferry costs), results similar to those seen for total trip expenditures were observed. Visitors who were travelling for pleasure spent the most on a daily basis ($336), followed by business travellers ($230), with those who were visiting friends or relatives ($93) spending the least. Similarly, international visitors spent the most ($247), followed by visitors from other Canada ($146) and those from Atlantic Canada ($113).

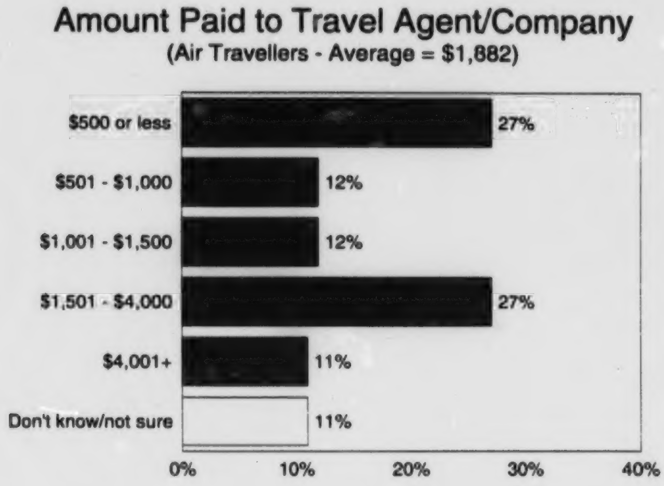


Excluding ferry and air fares, which do not benefit Nova Scotia's economy entirely, parties spent the most in restaurants ($459), on fixed roof accommodations ($487) and on taxis/car rentals ($203), with other expenditure categories each accounting for less than $100 per party. In all three categories, international visitors spent the highest amount, followed by other Canada visitors, with Atlantic Canada visitors spending the least. As Atlantic Canada visitors took shorter trips and were more likely to have stayed at the homes of friends or relatives, it is not surprising to see lower expenditure levels on these three categories.

2.2.4 Travel Agent/Company Pre-Paid Expenses

Two in ten air parties (20%) pre-paid trip expenses to a travel agent or travel company before arriving in Nova Scotia. International visitors (27%) were more likely than other Canada (17%) or Atlantic Canada (12%) visitors to have purchased a travel package before arriving in Nova Scotia. (Table 15a)

Among parties that pre-paid trip expenses to a travel agent or company, just over one-quarter (27%) paid $500 or less, while an additional one-quarter (24%) paid between $501 and $1,500, and more than one-quarter (27%) paid between $1,501 and $4,000. One in ten (11%) parties paid in excess of $4,000, with the average party paying $1,882. (Table 15b)



International visitors (average of $3,033) tended to pay more than Canadian visitors, and pleasure visitors ($3,118) paid more than either business travellers ($1,176) or parties that were visiting friends or relatives (1,053).

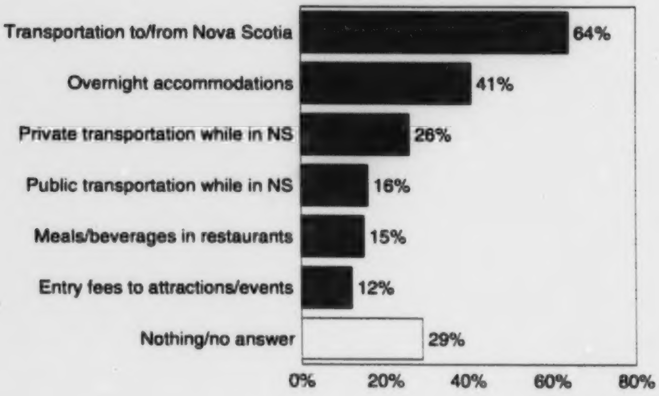
Travel Package Characteristics

An average of 4.2 nights of Nova Scotia accommodations were covered by parties' travel packages. Six in ten (59%) parties that pre-paid for a travel package indicated their travel package covered expenses for travel in Nova Scotia only, while one-quarter (25%) had packages that covered other destinations. Among parties that had packages that covered other destinations, an average of 5.2 nights in other destinations accommodations were covered by their packages. (Tables 15e, 15f, 15h)

Transportation to/from Nova Scotia was the most frequently mentioned package component (64%), followed by overnight accommodations (41%) and private transportation while in Nova Scotia (26%), with fewer than two in ten parties identifying any other components that were included in their travel packages. (Table 15g)

Three in ten (29%) parties that had pre-paid travel expenses to a travel agency or company did not know what was included in their travel package.

Travel Package Components
(Air Travellers)



Accommodations

The following table illustrates the percentage of parties visiting Nova Scotia that stayed at least one night in each of the accommodations listed, and the average number of nights spent in each type of accommodation. (Table 17)

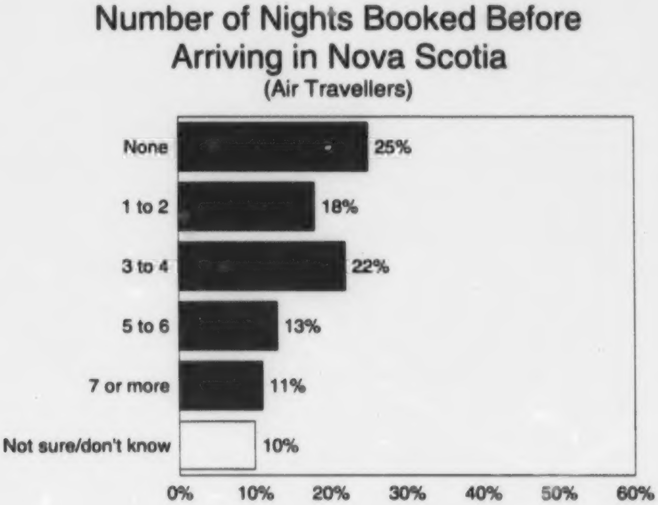
Type of Accommodation	Overall	Atlantic Canada	Other Canada	International	Business	Pleasure	VFR
Hotel							
% Visited	50%	43%	48%	57%	82%	65%	21%
#Nights	3.6	3.0	3.5	3.9	3.6	3.8	3.2
Friends/relatives							
% Visited	44%	62%	49%	27%	12%	19%	84%
#Nights	9.9	5.2	10.7	10.5	4.2	7.3	10.9
Motel							
% Visited	16%	14%	13%	22%	9%	27%	13%
#Nights	2.9	2.6	2.7	3.3	3.4	3.1	2.5
Bed & breakfast							
% Visited	16%	4%	15%	21%	5%	35%	10%
#Nights	3.2	1.7	3.1	3.5	3.2	3.4	2.1
Country inn							
% Visited	8%	0%	7%	12%	3%	19%	4%
#Nights	2.4	n/a	2.0	2.9	1.9	2.4	2.7
Resort							
% Visited	3%	2%	3%	4%	2%	6%	1%
#Nights	2.6	2.0	2.6	2.8	1.9	2.9	2.5
Hunting/fishing lodge							
% Visited	1%	0%	0%	3%	0%	3%	0%
#Nights	1.9	n/a	n/a	2.0	n/a	1.8	n/a
Commercial cottage/cabin							
% Visited	1%	2%	1%	1%	0%	2%	2%
#Nights	5.2	2.0	1.0	13.0	n/a	2.9	7.5
Private cottage/vacation home							
% Visited	3%	0%	3%	4%	0%	3%	3%
# Nights	14.9	n/a	10.0	22.5	n/a	7.4	8.6
National/provincial campground							
% Visited	1%	0%	1%	2%	0%	2%	1%
# Nights	6.4	n/a	5.4	7.3	n/a	8.2	4.6
Private campground/trailer park							
% Visited	1%	2%	0%	2%	1%	2%	0%
# Nights	5.2	1.0	n/a	7.6	1.0	8.0	n/a

Hotels (50%) are the type of accommodations most likely to have been used by visitors who travelled to Nova Scotia by air, followed by the homes of friends or relatives (44%), motels (16%) and bed & breakfast (16%) accommodations. Fewer than one in ten parties stayed at any of the other types of accommodations. Looking at trip purpose, business travellers (82%) were much more likely than non-business travellers (pleasure 65%, VFR 21%) to have stayed a hotel, and less likely to have stayed at any other type of accommodations. Those travelling for pleasure were more likely than those visiting friends or relatives to have stayed at paid accommodations (hotel, motel, bed & breakfast, country inn), while those visiting friends or relatives (84%) were much more likely to have stayed at the homes of the people they were visiting.

Atlantic Canadian (62%) visitors were more likely than those from the rest of Canada (49%) or international visitors (27%) to have stayed at the homes of friends or relatives, and less likely to have used paid accommodations.

Parties tended to stay the greatest number of nights at national/provincial campgrounds (6.4 nights), the homes of friends or relatives (9.9 nights) or at private cottages/vacation homes (14.9 nights). Generally, parties spent an average of five or fewer nights at other types of accommodations.

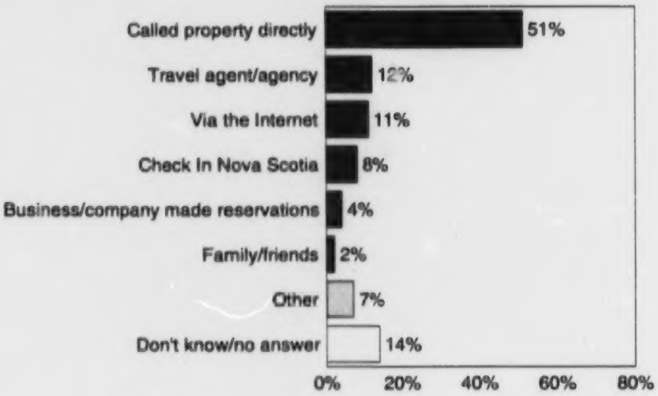
Among air travellers that stayed in commercial accommodations during their visit to the province, one-quarter (25%) did not book their accommodations until after they had arrived in Nova Scotia. Close to two in ten (18%) booked one or two nights, with more than three in ten (35%) booking between three and six nights. One in ten (11%) parties booked in excess of six nights prior to arriving in the province. Among those who booked accommodation prior to coming to Nova Scotia, an average of 4.5 nights were booked. (Table 20a)



Among those parties that rented accommodations but did not make reservations until after they arrived in Nova Scotia, only one in twenty-five (4%) experienced difficulty in obtaining accommodations in the province. One in ten (10%) of these parties were able to find accommodations in the area they wanted, while close to three-quarters (73%) found accommodations outside the area they wanted. (Tables 21a, 21b)

One-half of visitors (51%) who made reservations in Nova Scotia called the property directly to make their reservations, while approximately one in ten each used a travel agency (12%), the Internet (11%)

or Check In Nova Scotia (8%). Visitors who live in Atlantic Canada (67%) were more likely than those from the rest of Canada (52%) or international visitors (45%) to have called a property directly to make their reservations. Visitors from Atlantic Canada were less likely to have used the Internet (4%) compared to visitors from other Canada (9%) and international visitors (16%). Those travelling for pleasure (13%) were more likely than other travellers to have used Check In Nova Scotia. (Table 20b)

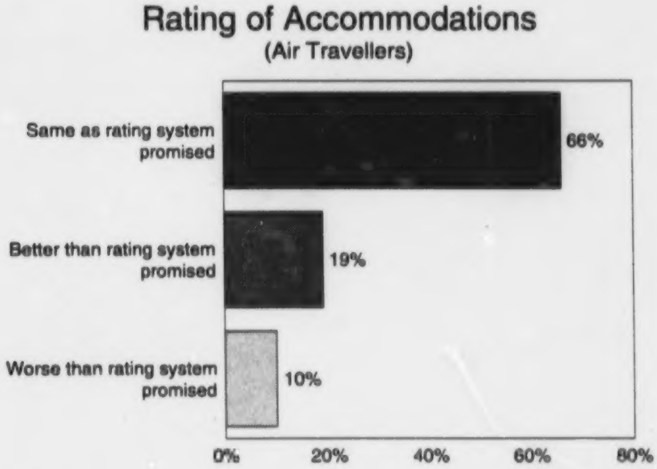

How Reservations Were Made
(Air Travellers)

The vast majority (81%) of visitors did not experience any problems when making their accommodations reservations, with only one in twenty-five (4%) indicating they did experience some sort of problem. When asked to elaborate on the kinds of problems they experienced, six in ten were either unable to obtain reservations at the accommodations they wanted (42%) or could not reserve the nights they wanted (17%). Among those who experienced difficulties making reservation, four in ten (39%) were able to obtain comparable or better quality accommodations in the same area, while one-half (49%) found lower quality accommodations in the same area. Fewer than one in ten (7%) went outside of their desired area to obtain accommodations. (Tables 20c, 20d, 20e)

Among parties that booked commercial accommodations, just over two in ten (22%) used a rating system to help them choose their accommodations in the province. International visitors (32%) and those visiting the province for pleasure or recreation (41%) are more likely than other air travellers to have used a rating system. (Table 19a)

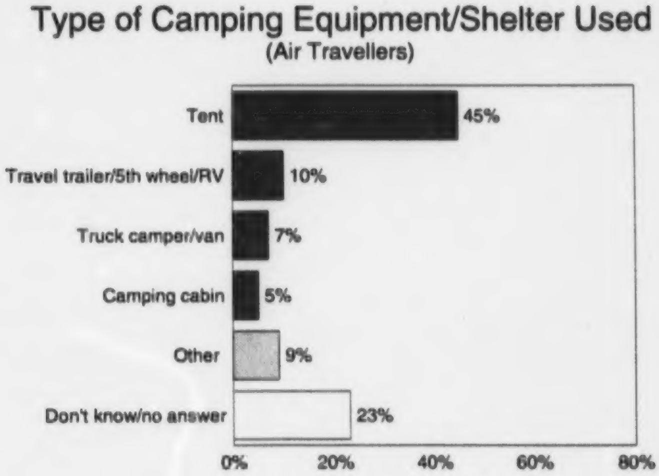
Among parties that used a rating system when choosing their accommodations, some type of star system (45%) and CAA/AAA (30%) were the two most frequently mentioned systems, followed by the Doers and Dreamers Guide (26%) (Note: This was a partially aided question, with respondents volunteering their Doers and Dreamers Guide responses). One in twenty or fewer air travellers mentioned Canada Select (5%) or a travel agency/Check In (4%). Visitors from Atlantic Canada (62%) were more likely than those from outside Atlantic Canada to have used CAA/AAA, and those from outside Atlantic Canada were much more likely than Atlantic Canadians to have used a star system or the Doers and Dreamers Guide. In addition, non-business visitors were more likely than business visitors to have used CAA/AAA. (Table 19b)

For the most part, travellers' experiences with accommodations they chose through a rating system were as expected or better than expected based on what the rating system had led them to expect. (Table 19c)



Campground Information

Among the 2% of parties that indicated they used a campground during their visit to Nova Scotia, close to one-half used a tent, while one in ten used a travel trailer, 5th wheel, motor home or RV. Close to one-quarter of respondents did not provide an answer to this question. (Table 18a)



2.2.5 Pleasure Travellers

Motivations For Pleasure Travellers

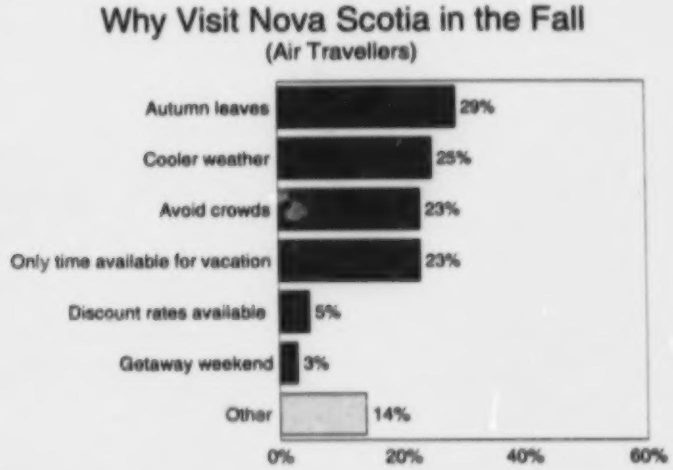
Among the parties visiting Nova Scotia by air, 26%, or 54,000 indicated they were travelling to the province for general pleasure or recreation. When asked for the main reason why they chose Nova Scotia for their vacation, the most common response was a desire to visit Atlantic Canada (38%). Less frequently cited reasons include an opportunity to visit family or friends (13%), scenery (11%), and never having visited Nova Scotia before (7%). The following table illustrates the reasons why pleasure travellers chose Nova Scotia. (Table 11a)

Main Reason Why Pleasure Travellers Chose Nova Scotia - Air Travellers -	**2000 (%)**
Wanted to visit Atlantic Canada	38
Opportunity to visit friends/relatives	13
Never been to NS before	7
Coastal scenery	6
General scenery/sightseeing	5
Recommended by others	5
Love NS/visited before	3
Tall Ships	3
To visit specific location/area	2
Other	17

International visitors (41%) and visitors from other Canada (38%) wee more likely than Atlantic Canadian visitors (17%) to state they chose Nova Scotia because they wanted to visit Atlantic Canada. International visitors (10%) were also more likely than Canadian visitors to choose Nova Scotia because they had never visited the province before. Conversely, Atlantic Canadian visitors (50%) were much more likely than other visitors to indicate they chose Nova Scotia because it offered them an opportunity to visit friends or relatives.

Spring/Fall Visitors

Pleasure visitors who came to Nova Scotia in June, September, October or November did not appear to be motivated by less expensive rates during this time of year. The most popular reason for coming to Nova Scotia in June, September, October or November was the autumn leaves (29%), followed by cooler weather (25%), being able to avoid the crowds (23%) and being the only time available for a vacation (23%). Only one in twenty (5%) mentioned discount rates as a reason why they chose to visit Nova Scotia outside of the peak tourist season. (Table 11c)



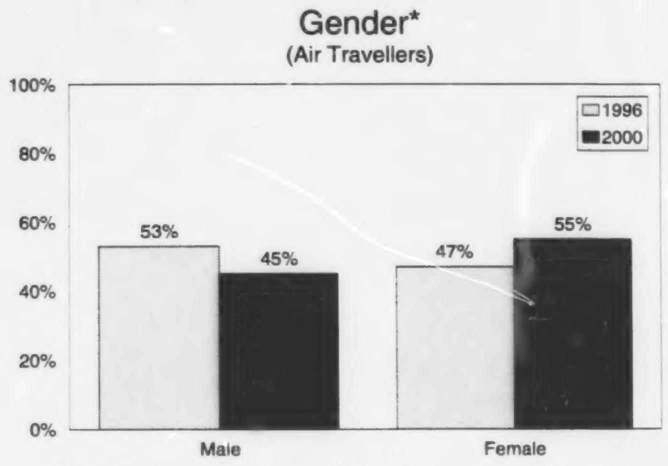
2.3 Visitor Characteristics

This section moves away from party information, and focuses on the individual air visitor to Nova Scotia. Visitors who were 15 years of age or more were randomly selected to complete the remainder of the questionnaire. This section examines participation in activities, perceptions of the province as a vacation destination, use of the Nova Scotia Doers and Dreamers Travel Guide, and repeat visits to the province.

2.3.1 Visitor Characteristics

Gender

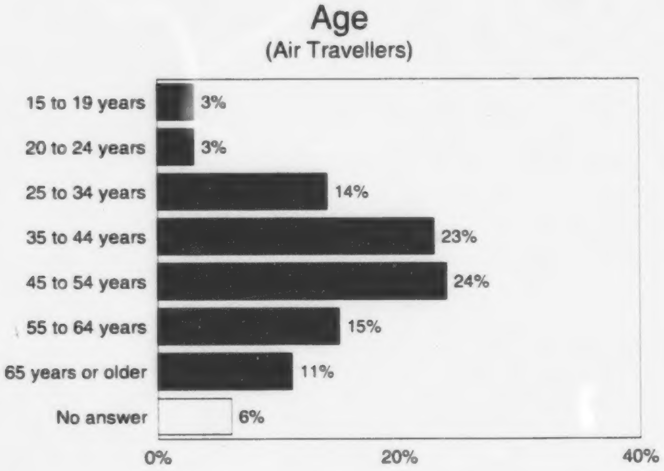
Among visitors for whom gender information was recorded, more than one-half (55%)of air visitors were female. Business travellers (62%) were more likely than non-business travellers to be male. (Table 24a)



*Among visitors for whom gender information was recorded.

Age

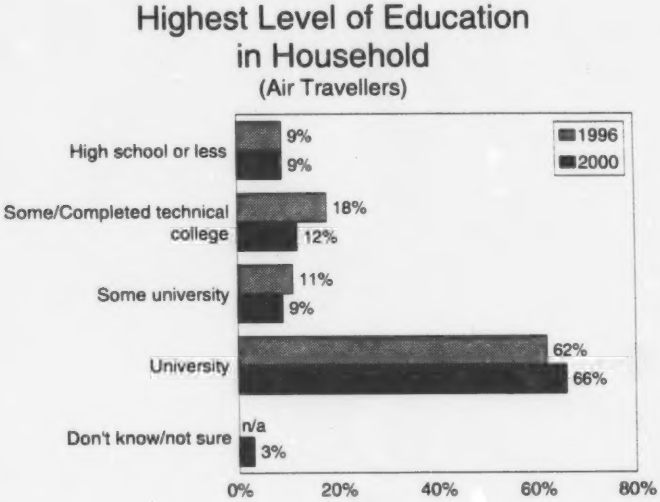
Only a small percentage (6%) of air visitors were between the ages of 15 and 24 years, with the majority being between 35 and 54 years of age (47%). Only one in ten (11%) were aged 65 years or older, with non-business travellers (pleasure 13%, VFR 16%) being more likely than business travellers (1%) to be at least 65 years old. Business travellers (66%) were most likely to be between 35 and 54 years of age. (Table 24b)



Note: complete age information from the 1992 and 1996 studies was not available.

Education

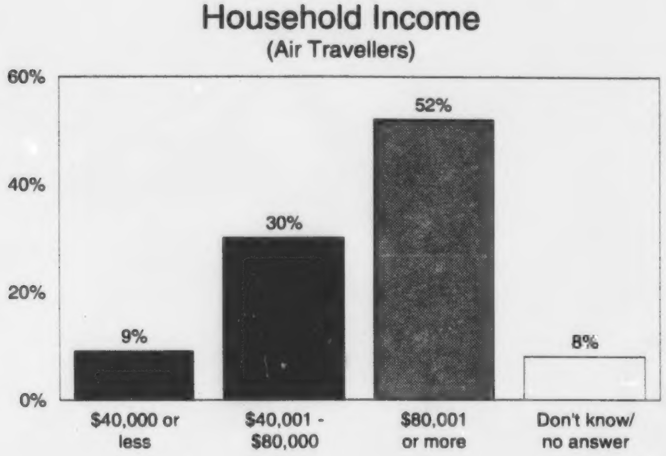
Air visitors to Nova Scotia were very well educated; two-thirds (66%) included at least one member within their household who has completed a university degree, while one in ten (9%) included at least one member of their household who has completed some university. Just over one in ten visitors (12%) had at least one member within their household who has completed some or all of a technical diploma, and only one in ten (9%) identified high school or less as the highest level of education attained in their household. (Table 40)



Education levels differed based on visitor origin, with visitors from Atlantic Canada (51%) being less likely than those from other Canada (68%) or outside Canada (68%) to have at least one household member who has completed a university degree.

Household Income

In 2000, consistent with their relatively high levels of education, the vast majority of air visitors reported household incomes of more than $40,000, with just more than one-half (52%) reporting household incomes of more than $80,000. Only one in ten (9%) air visitors reported earning household incomes of $40,000 or less. Business travellers (66%) were more likely than those travelling for pleasure (57%) or to visit friends or relatives (41%) to have household incomes in excess of $80,000. Visitors from Atlantic Canada (36%) were less likely than visitors from other Canada (52%) or outside Canada (56%) to have household incomes of more than $80,000. (Tables 41a, 41b)



Note: comparable 1992 data is not available due to a change in the question regarding education.

Previous Trips to Nova Scotia

Close to six in ten (58%) air visitors had travelled to Nova Scotia before, down significantly from the three-quarters (73%) of 1996 air visitors who were repeat visitors to the province. Some of this decline may be attributed to the smaller proportion of 2000 air visitors who were from the Atlantic Provinces, as visitors from Atlantic Canada were most likely to have visited Nova Scotia before. Visitors who live in Atlantic Canada (77%) or other parts of Canada (69%) were considerably more likely than international visitors (33%) to have visited Nova Scotia before. Visitors to the province who were travelling for general pleasure or recreation (26%) were much less likely than those who were visiting friends or relatives (72%) or business travellers (74%) to have visited the province before. (Table 25a)

Among visitors who visited Nova Scotia before, more than one-half had visited in the past two years (27% in 2000, 29% in 1999). Business travellers (74%) were most likely to have visited in the past two years. (Table 25b)

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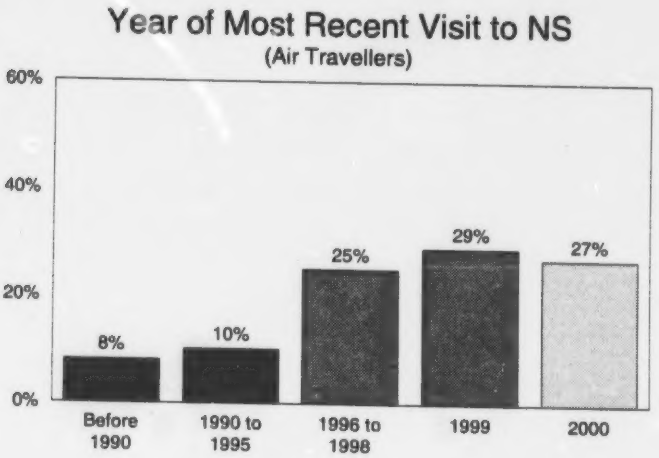
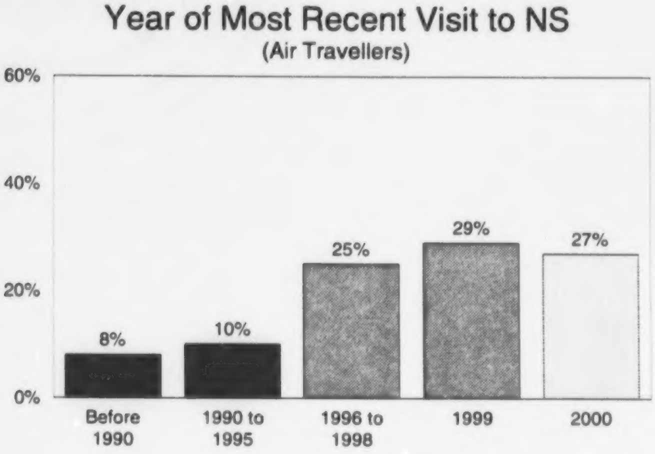

Year of Most Recent Visit to NS
(Air Travellers)

2.3.2 Trip Characteristics

Participation in Activities

The following table illustrates the percentage of air visitors who participated in a range of vacation activities. Generally (with the main exception being visiting friends or relatives), Atlantic Canadians were less likely than other Canadians or international visitors, and business travellers were less likely than non-business travellers to have participated in the various activities. With the exception of visiting friends or relatives or attending sports events, those who were travelling for pleasure tended to be more likely than those who were visiting friends or relatives to have participated in the activities under consideration. (Tables 26a-26m, 28a-28s)

Activity	Overall		Atlantic Canada		Other Canada		International	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
General sightseeing	62	78	45	59	62	76	72	87
Leisure walking/hiking	64	75	59	49	63	78	69	78
Shopping (ex. craft/ antiques	n/a	67	n/a	67	n/a	64	n/a	71
Craft shops/studios	45	65	32	33	45	67	53	70
Visit friends or relatives	n/a	56	n/a	78	n/a	63	n/a	38
National/provincial historic sites	n/a	54	n/a	26	n/a	51	n/a	67



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Activity	**Overall**		**Atlantic Canada**		**Other Canada**		**International**	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
General sightseeing	62	78	45	59	62	76	72	87
Leisure walking/hiking	64	75	59	49	63	78	69	78
Shopping (ex. craft/ antiques	n/a	67	n/a	67	n/a	64	n/a	71
Craft shops/studios	45	65	32	33	45	67	53	70
Visit friends or relatives	n/a	56	n/a	78	n/a	63	n/a	38
National/provincial historic sites	n/a	54	n/a	26	n/a	51	n/a	67

Activity	Overall		Atlantic Canada		Other Canada		International	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
Beaches/beachcombing	n/a	48	n/a	25	n/a	50	n/a	50
Visit national/provincial park	24	47	8	24	21	44	40	59
Museums	n/a	45	n/a	24	n/a	42	n/a	57
Nature observation	n/a	43	n/a	16	n/a	44	n/a	48
Nightclubs/lounges/pubs	23	43	22	31	26	47	19	39
Antique shops	22	43	13	26	24	46	26	44
Live music/dance	n/a	33	n/a	30	n/a	38	n/a	26
Special events/festivals	12	27	11	20	12	28	14	27
Art galleries	10	24	6	6	10	24	14	29
Casinos	19	23	19	22	17	25	19	19
Fishing/sightseeing boat tour	n/a	16	n/a	7	n/a	17	n/a	18
Attend sports events	3	16	4	20	3	16	2	12
Beach – swimming/ sunbathing	n/a	15	n/a	7	n/a	18	n/a	14
Guided tours	6	12	1	0	4	10	13	19
Wilderness hiking	10	11	3	6	10	8	15	17
Birding	9	10	2	2	8	9	16	15
Whale/seabird boat tour	n/a	9	n/a	7	n/a	5	n/a	17
Golfing	5	8	3	5	5	9	4	7
Live theatre	4	8	3	5	3	9	5	6
Research family history	n/a	7	n/a	3	n/a	9	n/a	3
Bicycling	2	5	1	5	2	5	4	7
Freshwater canoeing/ kayaking	n/a	2	n/a	0	n/a	2	n/a	6
Sea kayaking	n/a	2	n/a	5	n/a	2	n/a	3

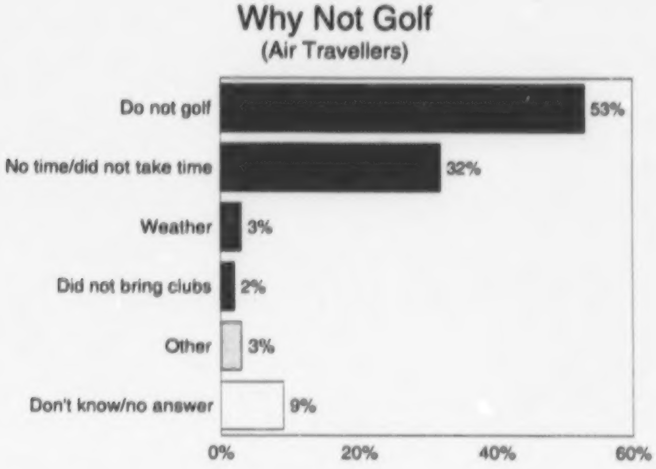
Golf

Visitors who indicated they did not golf during their visit to Nova Scotia were asked why they did not golf. The most common response was that they do not golf (53%), followed by had no time or did not take the time to golf (32%). (Table 27a)

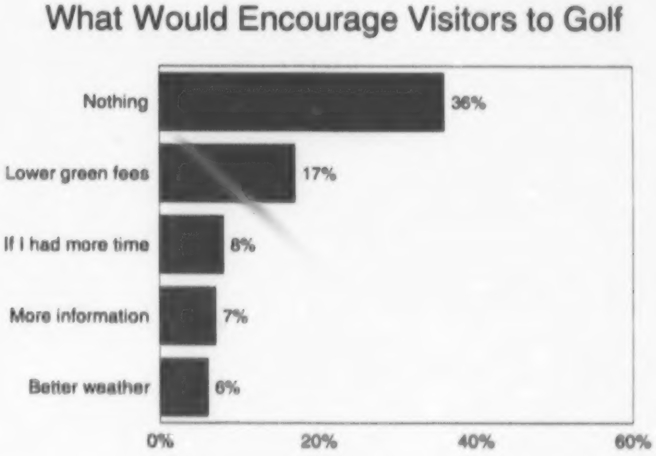
Activity	Overall		Atlantic Canada		Other Canada		International	
	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)	1992 (%)	2000 (%)
Beaches/beachcombing	n/a	48	n/a	25	n/a	50	n/a	50
Visit national/provincial park	24	47	8	24	21	44	40	59
Museums	n/a	45	n/a	24	n/a	42	n/a	57
Nature observation	n/a	43	n/a	16	n/a	44	n/a	48
Nightclubs/lounges/pubs	23	43	22	31	26	47	19	39
Antique shops	22	43	13	26	24	46	26	44
Live music/dance	n/a	33	n/a	30	n/a	38	n/a	26
Special events/festivals	12	27	11	20	12	28	14	27
Art galleries	10	24	6	6	10	24	14	29
Casinos	19	23	19	22	17	25	19	19
Fishing/sightseeing boat tour	n/a	16	n/a	7	n/a	17	n/a	18
Attend sports events	3	16	4	20	3	16	2	12
Beach – swimming/ sunbathing	n/a	15	n/a	7	n/a	18	n/a	14
Guided tours	6	12	1	0	4	10	13	19
Wilderness hiking	10	11	3	6	10	8	15	17
Birding	9	10	2	2	8	9	16	15
Whale/seabird boat tour	n/a	9	n/a	7	n/a	5	n/a	17
Golfing	5	8	3	5	5	9	4	7
Live theatre	4	8	3	5	3	9	5	6
Research family history	n/a	7	n/a	3	n/a	9	n/a	3
Bicycling	2	5	1	5	2	5	4	7
Freshwater canoeing/ kayaking	n/a	2	n/a	0	n/a	2	n/a	6
Sea kayaking	n/a	2	n/a	5	n/a	2	n/a	3

Golf

Visitors who indicated they did not golf during their visit to Nova Scotia were asked why they did not golf. The most common response was that they do not golf (53%), followed by had no time or did not take the time to golf (32%). (Table 27a)

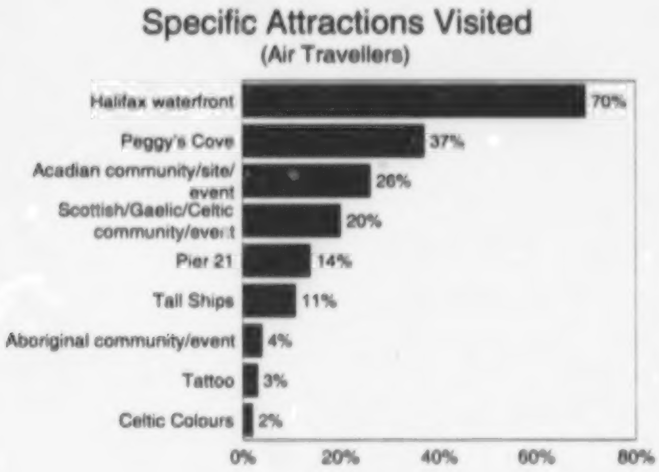


Close to four in ten visitors (36%) indicated that nothing would encourage them to golf more often in Nova Scotia, while close to two in ten (17%) would like to see lower green fees, and close to one in ten indicated they might golf more often if they had more time (8%) or if there was more information about golfing in Nova Scotia made available to them (7%). (Table 27b)



Specific Attractions

Air visitors were asked if they had visited specific Nova Scotia attractions. The Halifax waterfront was the most popular attraction, with seven in ten (70%) visitors indicating they visited the Halifax waterfront during their visit to the province. Peggy's Cove was visited by close to four in ten (37%) visitors, followed by an Acadian community/event (26%) or a Scottish/Gaelic/Celtic community/event (20%). More than one in ten (14%) air visitors toured Pier 21. Generally, visitors from other Canada and international visitors were more likely than Atlantic Canadian visitors to have visited the attractions. (Table 29)



Most Enjoyed Aspect of Trip To Nova Scotia

The following table illustrates what visitors liked the most about their trip to the province. The column on the left contains respondents' first mentions, while the next column contains additional elements that respondents indicated they liked. (Tables 30a, 30b)

Most Liked Element	First Mention (%)	Other Mention (%)	Total Mentions (%)
Opportunity to visit friends/relatives	22	9	31
General scenery/sightseeing	20	27	47
Friendly people	15	27	42
Coastal scenery	13	25	38
Specific area/location in Nova Scotia	7	7	14
Tall Ships	3	4	7
Good weather	2	6	8
Not crowded	1	9	10
Untouched/unspoiled environment	1	8	9
Sense of security/safety	1	3	4
Nature viewing	1	2	3
Quality of service	1	1	2
Quality of accommodations	1	1	2

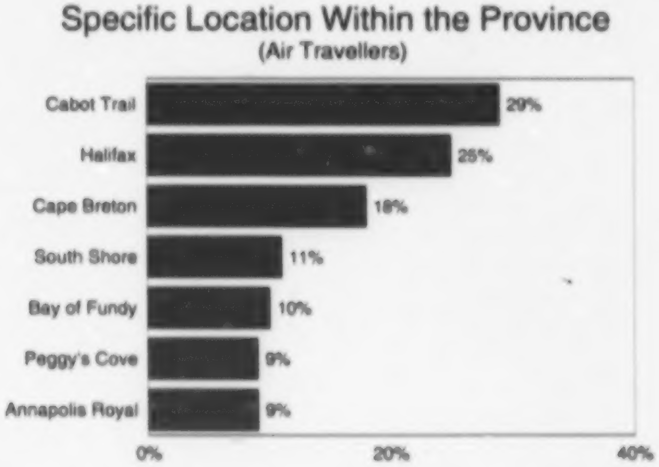
The following five elements were identified most frequently by air visitors:

- The opportunity to spend time with friends or relatives
- General sightseeing
- Friendliness of the people
- Coastal scenery
- A specific area of the province

Some geographic differences were observed, with visitors from Canada being more likely than international visitors to list visiting friends or relatives as the most liked aspect of their visit, which may be expected as Canadian visitors were also more likely to come to the province to visit friends or relatives. International and other Canada visitors were more likely than visitors from Atlantic Canada to identify sightseeing or coastal scenery as elements they liked the most. Finally, international and other Canada visitors were also more likely than visitors from Atlantic Canada to identify the friendliness of the people as something the really liked about their visit to Nova Scotia.

Specific Area Enjoyed Most

One in seven (14%) visitors identified a specific area of Nova Scotia as an aspect of their visit they liked the most. Among these visitors, close to one-half identified either the Cabot Trail (29%) or Cape Breton in general (18%), while one-quarter (25%) identified Halifax. Approximately one in ten visitors each identified the South Shore (11%), the Bay of Fundy (10%) or the Annapolis Valley (9%) as the most enjoyed element of their trip. (Table 30_1)



Nova Scotia's Greatest Need For Improvement

The following table illustrates visitors' perceptions of areas that offer the greatest opportunity for improvement in Nova Scotia. (Tables 31a, 31b)

Opportunities for Improvement	First Mention (%)	Other Mentions (%)	Total Mentions (%)
Nothing	33	0	33
Improve roads/highways	21	5	26
Better/more road signs	7	7	14
Reduce taxes	6	3	9
Improve economy	3	0	3
Reduce price of gas	2	3	5
Improve cleanliness	2	0	2
More accommodations	1	1	2
Reduce overall prices	1	1	2
Reduce price of accommodations/food	1	1	2
Improve public transportation	1	1	2
More/better restaurants	1	1	2
Improve quality of service	1	0	1
Reduce transportation cost	1	0	1

One-third (33%) of air visitors did not believe there is anything in the province of Nova Scotia that is in need of improvement, while the balance of visitors were most likely to identify improvements related to Nova Scotia's road/highway infrastructure. One-quarter (26%) identified Nova Scotia's roads/highways as being the most important opportunity area, followed by better/more road signs (14%). One in ten (9%) visitors would like to see lower taxes.

2.3.3 Activities Prior to Trip

Advertising

One-half (50%) of air visitors, or a member of their party, heard or saw advertising for Nova Scotia prior to their visit to the province. The likelihood of seeing or hearing advertising was highest among visitors from the Atlantic Provinces (64%), followed by visitors from the rest of Canada (58%) and international visitors (30%). (Table 32a)

Source of Advertising

Among visitors who recalled seeing or hearing advertising for Nova Scotia prior to their visit to the province, television was the most frequently mentioned medium (54%), followed somewhat distantly by newspaper (34%), magazine (29%) and the Internet (14%). International visitors were much less likely than Canadian visitors to identify television, while visitors from Atlantic Canada were less likely than visitors from other Canada or outside Canada to identify newspaper, magazines or the Internet as the source of advertising for Nova Scotia. Visitors from Atlantic Canada were more likely than those from outside Atlantic Canada to identify radio or a television show. (Table 32b)

Source of Advertising By Visitor Origin

	Overall (%)	Atlantic Canada (%)	Other Canada (%)	International (%)
Television	54	73	60	23
Newspaper	34	30	35	34
Magazine	29	14	30	36
Radio	7	14	6	4
Direct mail	4	0	4	3
Internet	14	8	13	24
TV Show	4	20	3	1

Activities Prior to Arriving in Nova Scotia

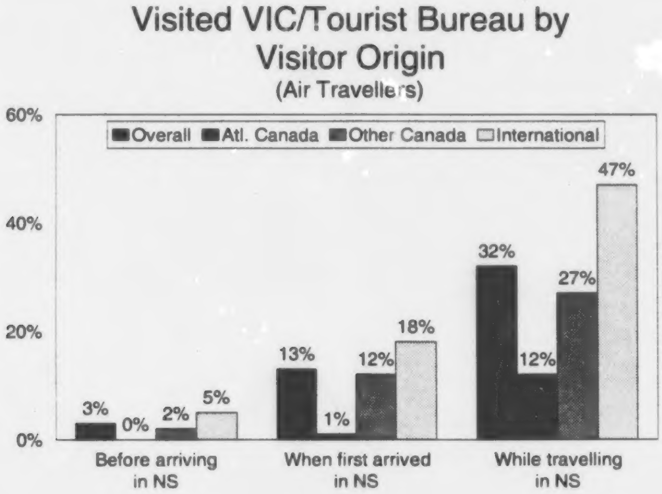
The following table illustrates the percentage of air visitors who participated in the following pre-trip planning activities. Among the activities that were evaluated, the most popular one was gathering information on Nova Scotia through the Internet, with close to four in ten (37%) visitors having participated in this activity, and close to two in ten (17%) actually requesting information via the Internet. Visitors from outside Atlantic Canada were considerably more likely than those from Atlantic Canada to have used the Internet to gather or request information about Nova Scotia. Nearly two in ten (18%) visitors called a 1-800 number for information, with visitors from outside Atlantic Canada being more likely than those from Atlantic Canada to have called a 1-800 number. One in ten (11%, with non-Atlantic Canadians being most likely to have contacted a travel agency) visitors contacted a travel agent for information or to book a tour, while only a very small percentage (1%) used the Internet to book a tour or attended a travel show. While the Internet has become a very popular source of travel information, there continues to be a strong reluctance to use the Internet to transmit the sensitive financial information required to make reservations. (Tables 33_1-33_6)

Participation in Activities Prior to Trip By Visitor Origin – Air Travellers

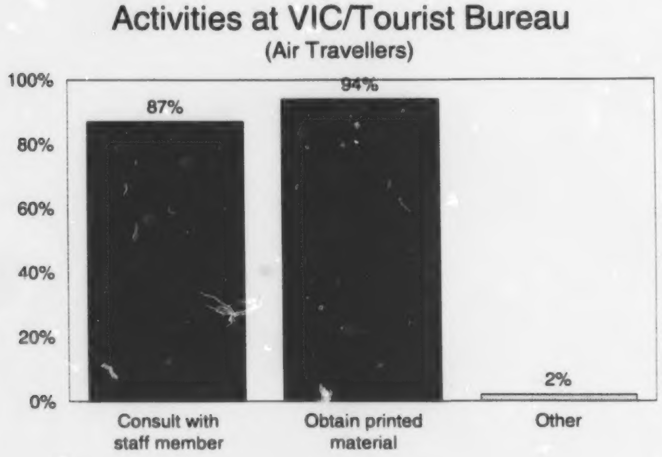
	Overall (%)	Atlantic Canada (%)	Other Canada (%)	International (%)
Gather information on Internet	37	16	36	45
Call 1-800 number for information	18	5	18	23
Request information via Internet	17	5	15	24
Contact travel agent for info/to book tour	11	2	8	19
Book package tour via Internet	1	0	1	3
Attend travel show	1	0	1	1

Visitor Information Centres/Tourist Bureaus

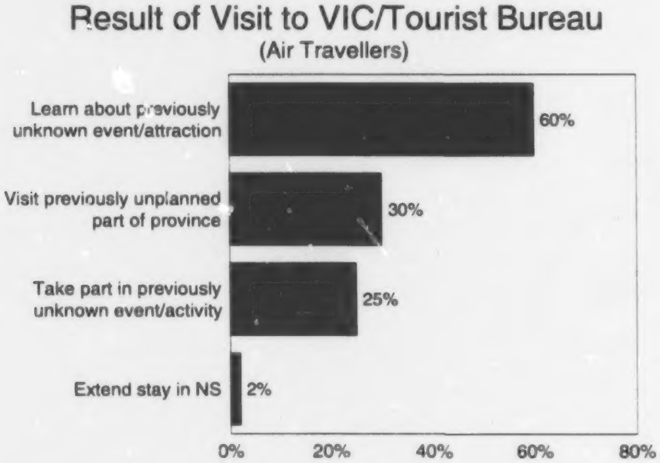
International visitors were most likely to have visited Visitor Information Centres or tourist bureaus, with close to two in ten (18%) having visited a VIC/tourist bureau when they first entered the province, and close to one-half (47%) making a visit while they were travelling in Nova Scotia. Just over one in ten (12%) visitors from other Canada visited a VIC/tourist bureau when they first entered Nova Scotia, and close to three in ten (27%) made a visit while they were travelling through the province. Visitors from Atlantic Canada were least likely to have visited a VIC/tourist bureau. On average, those who stopped at a VIC/tourist bureau while travelling in Nova Scotia made an average of 2.2 visits, with visitors from Atlantic Canada making fewer visits than visitors from outside Atlantic Canada. (Tables 34_1-34_3, 34)



The majority of those who visited a VIC/tourist bureau consulted with a staff member (87%) and obtained printed material (94%). (Tables 35_1, 35_2)



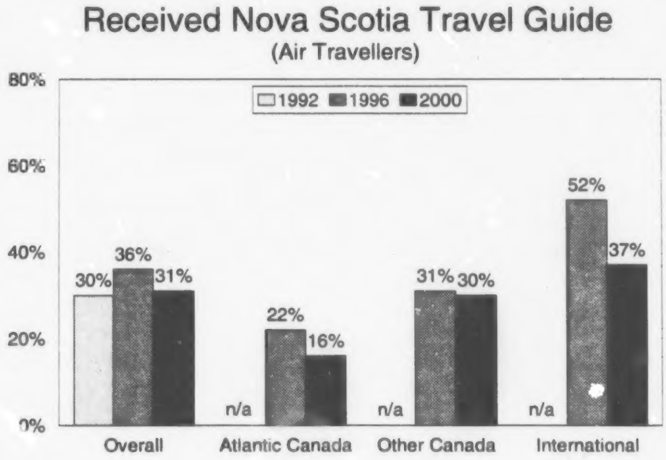
Visitors who stopped at a VIC/tourist bureau were asked whether their visit to the VIC/tourist bureau had an impact on their activities while in Nova Scotia. The most common result of stopping at a VIC/tourist bureau was learning about an activity or area in the province about which visitors had not previously been aware (60%). Three in ten (30%) visitors visited a part of the province they had not planned to visit prior to their stop at a VIC/tourist bureau, while one-quarter (25%) took part in a previously unknown activity or event. Only a small percent of visitors (2%) actually extended they stay in the province as a direct result of their visit to a VIC/tourist bureau. Generally, visitors from Atlantic Canada were less likely to indicate their visits to a VIC/tourist bureau had an impact on either their knowledge of the province or activities while visiting Nova Scotia. Among those who extended their stay as a result of visiting a VIC/tourist bureau, the average visitor stayed an additional 0.9 nights. (Tables 36_1-36_4, 36)



Nearly two in ten (18%) visitors indicated they or someone in their party visited a "point-of-sale" kiosk that was not in a VIC/tourist bureau. Similar to results seen for VIC/tourist bureaus, those from Atlantic Canada were less likely than visitors from outside Atlantic Canada to have visited a "point-of-sale" kiosk. (Table 37)

Nova Scotia Travel Guide for Doers and Dreamers

Three in ten (31%) air visitors indicated they received a copy of the 2000 Nova Scotia Travel Guide for Doers and Dreamers, down somewhat compared to 1996, when close to four in ten (36%) air visitors had received a copy of the Travel Guide, and stable compared to 1992. International visitors (37%, down from 52% in 1996) and those from other Canada (30%, stable) were more likely than Atlantic Canadians (16%, down from 22%) to have received a copy of the guide. More than six in ten of those who received a travel guide received it prior to leaving home, with visitors from other Canada being most likely to receive their guide before leaving home on their trip. (Table 38a, 38b)


Received Nova Scotia Travel Guide
(Air Travellers)

Preferred Language

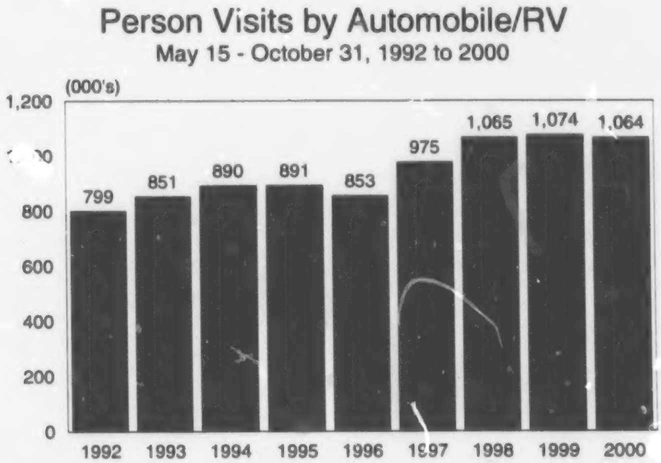
Similar to 1996 results, more than nine in ten (96%) visitors identified English as their preferred language, with only 1% stating French is their preferred language. Among those who prefer French, one-third (32%) noticed a program designed to provide services specifically to French speaking visitors, with none of these visitors correctly recalling the name of the "Ici on Parle Français" program. (Tables 39a-39c, 39e)

3. Automobile/RV Visitors Detailed Analysis

This section of the report focuses on party and visitor data relating to automobile and RV travellers only, with comparisons between automobile/RV and other travellers being made in Section 1.

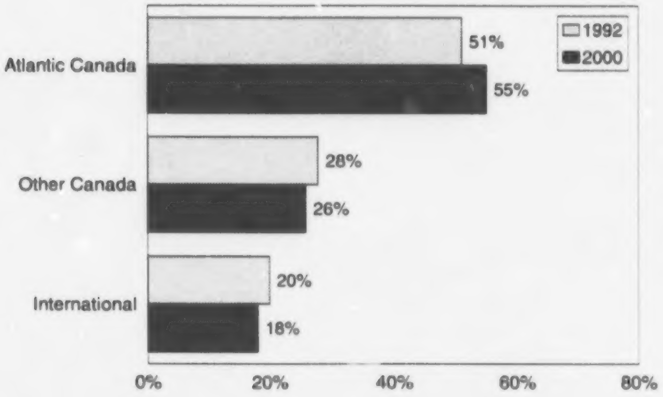
3.1 Overview of Automobile/RV Visitors

Between May 15 and October 31 2000, a total of 1,064,400 non-resident person visits were made to Nova Scotia by automobile or RV. This represents a slight decrease of 9,500 visitors, or 1% compared to the same period in 1999. The number of automobile/RV visitors in 2000 was stable compared to 1998 figures. In 2000, automobile/RV visitors comprised three-quarters (75%) of total visitors to the province.



Compared to 1992, the proportion of automobile/RV visitors from Atlantic Canada was up 4 percentage points, with 55% of visitors in 2000 coming from the Atlantic Provinces. One-quarter (26%, down 2 points) of visitors were from other parts of Canada, while nearly two in ten (18%, down 2 points) were from outside Canada.

Origin of Automobile/RV Visitors



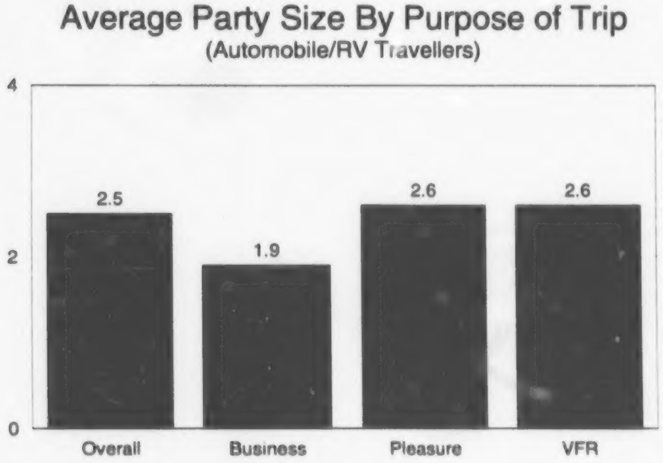
3.2 Party and Trip Characteristics – Automobile/RV Visitors

This section focuses on travel party characteristics, and discusses results that pertain to the party as a whole rather than the individual visitor. Please note that in most cases, comparable historical data is not available.

3.2.1 Party Characteristics

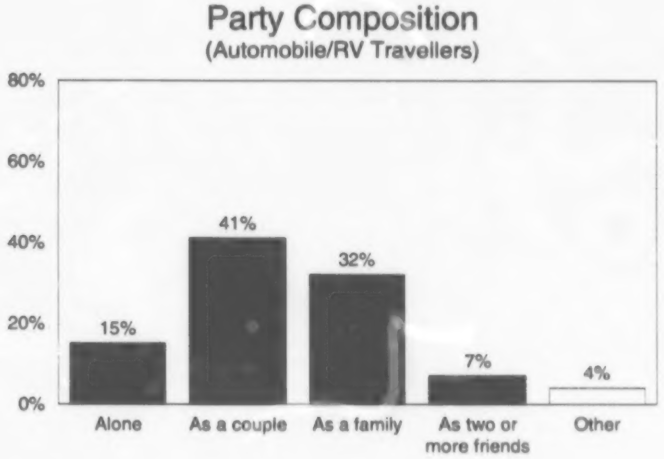
Average Party Size

Visitors arriving in Nova Scotia by automobile/RV in 2000 travelled in parties averaging 2.5 individuals, up slightly compared to 1992. Among these parties, the average number of individuals aged 15 years or more was 2.1. Those who were travelling on business (average of 1.9 people) had smaller party sizes than those travelling for pleasure (2.6) or to visit friends or relatives (2.6). (Table 1)



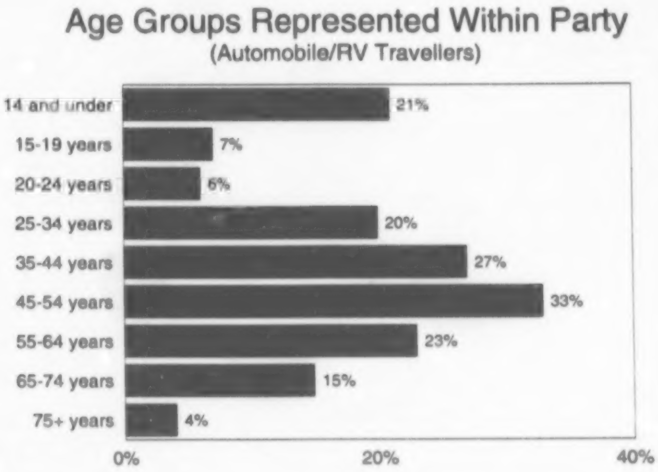
Party Composition

In 2000, automobile/RV visitors to Nova Scotia were most likely to travel as a couple (41%) or as a family (32%), with fewer than two in ten (15%) travelling alone. Those travelling by RV (58%) were more likely than those travelling by automobile (40%) to be travelling as a couple, while automobile travellers (20% compared to 3% of RV travellers) were more likely to travelling alone. Looking at place of origin, international visitors were more likely than those from Canada to travel as a couple (59%), and less likely to travel as a family (20%). Visitors from Atlantic Canada (20%) were more likely than those from other Canada (9%) or international visitors (9%) to be travelling alone. Those travelling for business (37%) were more likely than those travelling for pleasure (6%) or to visit friends or relatives (14%) to be travelling alone, while those travelling for pleasure (56%) were more likely to be travelling as a couple. Automobile/RV travellers who were visiting friends or relatives (43%) were more likely to be travelling as a family. (Table 13)



Age

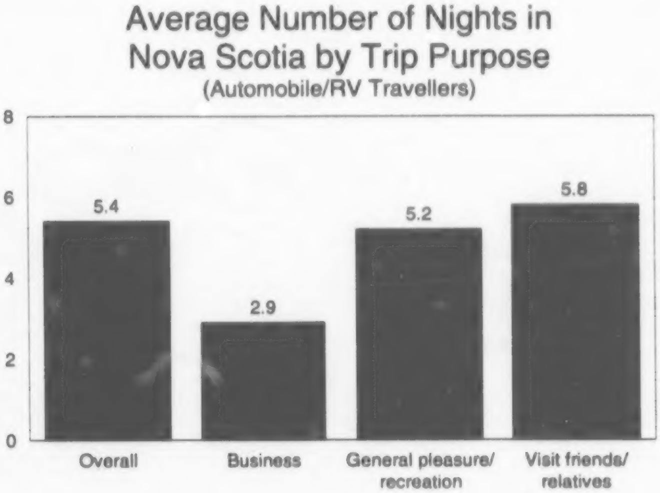
Two in ten (21%) automobile/RV visitors had at least one member of their travelling party who was under 15 years of age, with a further 7% of parties including at least one member who was between 15 and 19 years of age. Visitors from Canada (23%) were considerably more likely than international visitors (11%) to be travelling with children under the age of 15 years. In addition, visitors who were visiting friends or relatives (29%) were more likely than those travelling for pleasure (15%) or on business (15%) to have party members under 15 years of age. More than one in ten (15%) automobile/RV visitors had a party member who was between 65 and 74 years of age; RV travellers (26%) were more likely than automobile visitors (15%) to have party members in this age range. In addition, international (29%) and other Canada (18%) visitors were more likely than Atlantic Canada visitors (10%) to have party members in this age range. Not surprisingly, those travelling for business (4%) were less likely than those travelling for pleasure (21%) or to visit friends or relatives (16%) to be travelling with someone between 65 and 74 years of age. Those travelling for business were most likely to have party members between the ages of 25 and 54 years. (Table 14)



3.2.2 Trip Characteristics

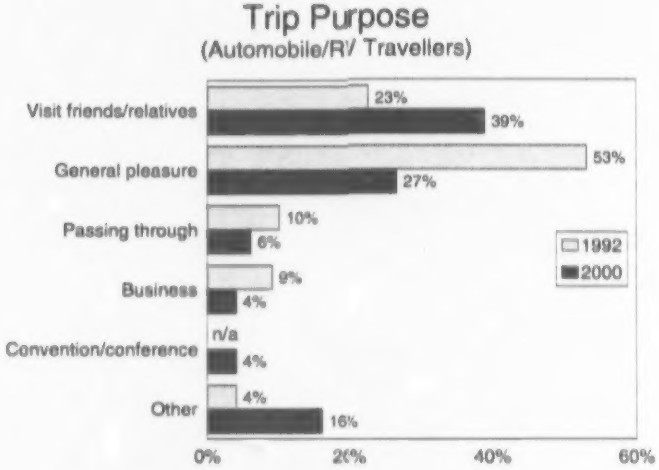
Length of Stay

Automobile/RV travellers spent an average of 5.4 nights in Nova Scotia, with RV travellers (8.8 nights) spending more time in the province compared to automobile visitors (5.1 nights). Business travellers spent fewer nights in the province compared to non-business travellers. In addition, visitors from Atlantic Canada took shorter trips, averaging 3.4 nights, compared to 8.6 nights for travellers from other Canada, and 6.9 nights for international visitors. (Table 7)



Trip Purpose

Compared to 1992, when automobile/RV visitors were most likely to cite general pleasure or recreation (53%) as their primary trip purpose, visiting friends or relatives (39%) was the most commonly mentioned trip purpose in 2000, followed by general pleasure or recreation (27%). RV visitors (51%) were much more likely than automobile visitors (25%) to indicate they were travelling for general pleasure or recreation. Regionally, international visitors (67%) were most likely to be travelling for general pleasure or recreation, followed by those from other Canada (28%), with Atlantic Canada visitors (14%) being least likely to be travelling for this reason. Conversely, Atlantic Canada visitors were most likely to be travelling to visit friends or relatives (46%). (Table 8)



Combining Business With Pleasure

Among automobile/RV travellers whose primary trip purpose was for business, just over one in ten (13%) extended their stay in the province by one or more nights in order to visit the local area. (Table 9a)

Among business travellers who extended their visit to Nova Scotia, the average party added 1.7 nights to their stay. International (2.7 nights) and other Canada (2.7 nights) visitors extended their stays by a greater number of nights longer than business travellers from Atlantic Canada (1.4 nights). (Table 9b)

Business travellers who extended their visit to Nova Scotia tended not to bring family members or individuals not travelling for business along with them; two in ten (21%) indicated they had persons not directly involved in their business trip accompanying them. (Table 10)

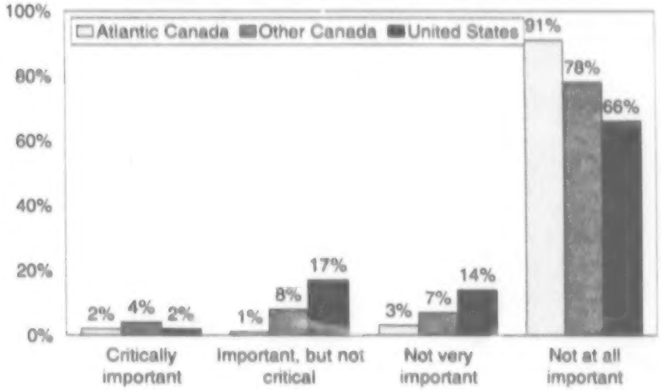
Influence of Exchange Rate

The 2000 questionnaire asked American and Canadian respondents about the influence of the U.S./Canada exchange rate on their decision to travel to Nova Scotia. This question was included to determine the extent to which the exchange rate motivated Canadian visitors to stay in Canada, and American visitors to travel to Canada.

Among automobile and RV visitors to Nova Scotia from Canada, the U.S./Canada exchange rate did not have any influence on their decision to visit Nova Scotia in the vast majority of cases. Only 3% of visitors from Atlantic Canada, and 12% of visitors from other Canada the exchange rate was important but not critical or critically important to their decision to visit Nova Scotia. The exchange rate was somewhat more important to American visitors; 19% of parties indicated the exchange rate was important but not critical or critically important to their decision to visit the province. (Table 12a)

Only 1% of parties from the United States actually extended their stay in Nova Scotia by one or more nights as a result of the U.S./Canada exchange rate, with the average stay being extended by 2.0 nights. (Tables 12b, 12b_1)

Importance of Exchange Rate to Decision to Visit Nova Scotia



Note: as this question was not asked in previous studies, there is no historical comparative data.

3.2.3 Trip Expenditures

2000 Average Expenditures Per Party*

Type of Expenditures	Overall	Atlantic Canada	Other Canada	International	Business	Pleasure	VFR
Fixed roof accommodations	$169	$102	$223	$295	$185	$343	$50
Campground fees	$17	$4	$24	$50	$3	$34	$5
Restaurants	$202	$110	$346	$276	$352	$292	$112
Ferry/air fares	$94	$42	$81	$278	$27	$184	$46
Auto – repairs/gas/oil	$96	$69	$132	$124	$59	$125	$89
Taxi/Car rental	$6	$3	$7	$11	$2	$11	$3
Groceries/liquor	$44	$23	$72	$67	$12	$49	$47
NS handcrafted products	$27	$9	$48	$53	$16	$55	$19
Clothing purchases	$40	$44	$39	$29	$11	$45	$50
Other shopping	$34	$29	$47	$31	$29	$31	$34
Recreation & entertainment	$31	$21	$45	$43	$9	$58	$23
Other	$5	$4	$8	$0	$15	$1	$5
Total expenditures per party	$745	$447	$1,053	$1,229	$707	$1,200	$474
Total expenditures per party (ex. air/ferry costs)	$662	$406	$987	$978	$689	$1,023	$434
Average daily expenditures**	$123	$119	$115	$142	$238	$197	$75

*Note: package expenditures have been included in the calculation of trip expenditures
**Excluding air/ferry costs

Among automobile and RV visitors, the average party visiting Nova Scotia in 2000 spent $745 in trip-related expenditures, with $662 per party being spent in the province (the balance was spent on ferry or air fares). Excluding air and ferry fares, RV visitors ($948) spent more than automobile visitors ($639). Visitors who were travelling for pleasure or general recreation accounted for the highest trip expenditures, with the average party spending $1,023 in Nova Scotia. Those who were visiting friends or relatives spent the least ($434), while business travellers spent $689 in the province.

Average party expenditures (excluding air and ferry costs) were higher among parties from outside Atlantic Canada (other Canada $987, international $978), with Atlantic Canadians spending the least ($406).

Looking at average daily expenditures (excluding air and ferry costs), those travelling on business ($238) or for pleasure ($197) tended to spend more than those who were visiting friends or relatives ($75). International visitors ($142) spent more on a daily basis than visitors from Canada (Atlantic Canada $119, other Canada $115).

Excluding ferry and air fares, which do not benefit Nova Scotia's economy entirely, parties spent the most in restaurants ($202) and on fixed roof accommodations ($169), with other expenditure categories each accounting for less than $100 per party. International ($276) and other Canada ($346) visitors spent considerably more than Atlantic Canada ($110) visitors at restaurants. International ($295) and other Canada ($223) visitors also spent more than Atlantic Canada ($102) visitors on fixed roof accommodations. As Atlantic Canada visitors took shorter trips and were more likely to have stayed at the homes of friends or relatives, it is not surprising to see lower expenditure levels on these two categories.

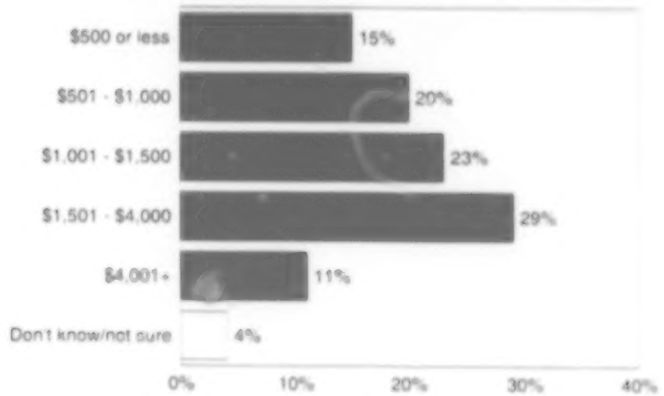
3.2.4 Travel Agent/Company Pre-Paid Expenses

Among automobile/RV travellers, only a very small percentage (2%) of parties pre-paid trip expenses to a travel agent or travel company before arriving in Nova Scotia. International visitors (8%) were more likely than other Canada (1%) or Atlantic Canada (1%) visitors to have purchased a travel package before arriving in Nova Scotia. (Table 15a)

Among the very small percentage of parties that pre-paid trip expenses to a travel agent or company, fewer than two in ten (15%) paid $500 or less, while more than four in ten (43%) paid between $501 and $1,500, and three in ten (29%) paid between $1,501 and $4,000. One in ten (11%) parties paid in excess of $4,000, with the average party paying $1,882. (Table 15b)

Amount Paid to Travel Agent/Company

(Automobile/RV Travellers - Average = $1,782)

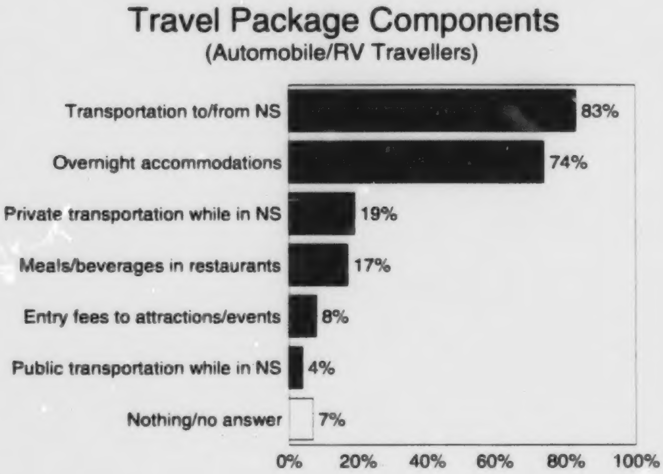


Travel Package Characteristics

An average of 4.2 nights of Nova Scotia accommodations were covered by parties' travel packages. Six in ten (62%) parties that pre-paid for as travel package indicated their travel package covered expenses for travel in Nova Scotia only, while three in ten (31%) had packages that covered other destinations. Among parties that had packages that covered other destinations, an average of 12.6 nights in other destinations accommodations were covered by their packages. (Tables 15e, 15f, 15h)

Transportation to/from Nova Scotia was the most frequently identified travel package component (83%), followed by overnight accommodations (74%), private transportation while in Nova Scotia (19%) and restaurant meals (17%), with fewer than one in ten parties identifying any other components. (Table 15g)

Fewer than one in ten (7%) parties that had pre-paid travel expenses to a travel agency or company did not provide a response, or indicated nothing was included in their travel package.



Accommodations

The following table illustrates the percentage of parties visiting Nova Scotia that stayed at least one night in each of the accommodations listed, and the average number of nights spent in each type of accommodation. (Table 17)

Type of Accommodation	Overall	Atlantic Canada	Other Canada	International	Business	Pleasure	VFR
Friends/relatives							
% Visited	48%	59%	45%	16%	28%	14%	85%
#Nights	5.6	3.9	9.6	7.7	3.3	5.9	5.7
Hotel							
% Visited	23%	21%	22%	31%	44%	35%	8%
#Nights	2.4	2.0	3.1	2.5	2.4	2.7	2.0
Motel							
% Visited	20%	15%	22%	34%	19%	32%	7%
#Nights	2.5	2.2	2.9	2.6	2.3	3.0	2.4
Bed & breakfast							
% Visited	7%	2%	10%	15%	1%	15%	2%
#Nights	3.5	3.8	3.9	3.1	3.1	4.2	2.5
Country inn							
% Visited	2%	1%	3%	6%	2%	6%	1%
#Nights	2.0	1.6	1.8	2.3	2.0	2.0	2.0
Resort							
% Visited	2%	1%	1%	4%	4%	4%	0%
#Nights	2.4	2.2	3.0	2.6	2.3	2.5	n/a
Hunting/fishing lodge							
% Visited	0%	0%	0%	0%	0%	0%	0%
#Nights	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Commercial cottage/ cabin							
% Visited	2%	1%	3%	3%	0%	3%	1%
#Nights	4.9	3.4	6.2	4.0	n/a	3.8	7.1
Private cottage/ vacation home							
% Visited	2%	1%	3%	4%	1%	2%	2%
#Nights	17.7	3.7	34.6	16.1	1.0	9.2	12.2
National/provincial campground							
% Visited	4%	1%	9%	7%	2%	8%	3%
#Nights	8.4	2.6	4.8	18.2	6.0	4.2	4.7
Private campground/ trailer park							
% Visited	7%	2%	13%	15%	2%	17%	2%
#Nights	5.0	3.9	5.1	5.2	2.7	5.8	5.0

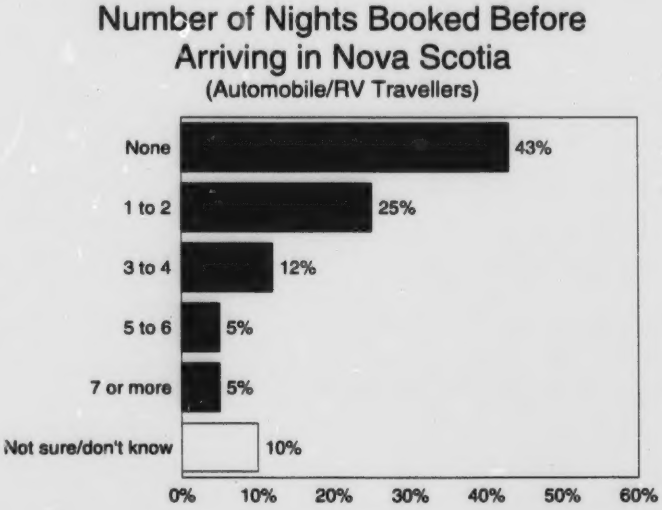
Visitors who travelled to Nova Scotia by automobile/RV are most likely to have stayed at the homes of friends or relatives (48%), followed by hotels (23%) and motels (20%). Fewer than one in ten parties stayed at other types of accommodations. Looking at trip purpose, business travellers (44%)

and those travelling for pleasure (35%) were much more likely than those visiting friends or relatives (8%) to have stayed a hotel. Those travelling for pleasure were more likely than those visiting friends or relatives or business travellers to have stayed at a motel, bed & breakfast or country inn. Those who were visiting friends or relatives (85%) were most likely to have stayed at the homes of the people they were visiting.

Atlantic Canadian (59%) and other Canada (45%) visitors were more likely than those from outside Canada (16%) to have stayed at the homes of friends or relatives, and less likely to have used paid accommodations.

Parties tended to stay the greatest number of nights at private cottages/vacation homes (17.7 nights), national/provincial campgrounds (8.4 nights), the homes of friends or relative (5.6 nights), or at private campgrounds/trailer parks (5.0 nights). Generally, parties spent an average of fewer than five nights at other types of accommodations.

Among automobile or RV travellers that stayed in commercial accommodations during their visit to the province, more than four in ten (43%) did not book their accommodations until after they had arrived in Nova Scotia. One-quarter (25%) booked one or two nights, with close to two in ten (17%) booking between three and six nights. One in twenty (5%) parties booked in excess of six nights prior to arriving in the province. Among those who booked accommodation prior to coming to Nova Scotia, an average of 3.2 nights were booked. Visitors from outside Atlantic Canada are more likely than those from Atlantic Canada (31%) to have not booked any accommodations prior to arriving in Nova Scotia. In addition, non-business travellers are more likely than business travellers (20%) to have not booked any accommodations before arriving in the province. (Table 20a)

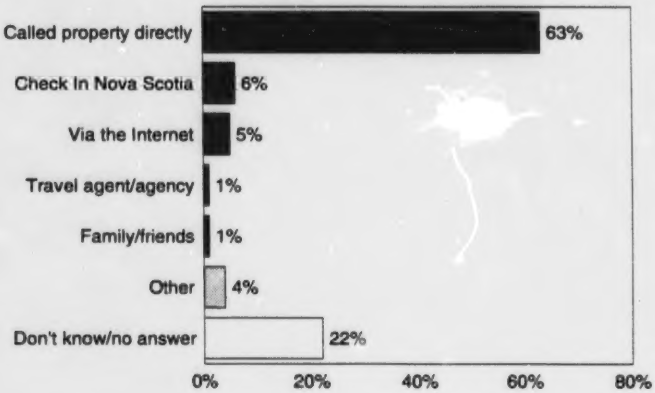


Among those parties that rented accommodations but did not make reservations until after they arrived in Nova Scotia, one in ten (10%) experienced difficulty in obtaining accommodations in the province. Six in ten (60%) of these parties were able to find accommodations in the area they wanted, while close to four in ten (36%) found accommodations outside the area they wanted. (Tables 21a, 21b)

More than six in ten (63%) visitors who made reservations in Nova Scotia called the property directly, with fewer than one in ten using any other method to secure their accommodations. Close to one in ten (8%) used Check In Nova Scotia. Visitors who live outside Atlantic Canada (10%) were more likely than those from Atlantic Canada (2%) to have used the Internet, and international visitors (10%) were more likely than those from Canada to have used Check In Nova Scotia. Those travelling for pleasure (9%) were more likely than other travellers to have used the Internet. (Table 20b)

How Reservations Were Made

(Automobile/RV Travellers)

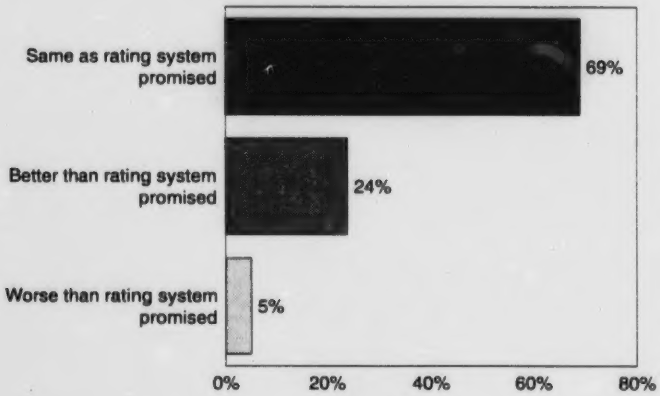


The majority (69%) of visitors did not experience any problems when making their accommodations reservations, with only one in ten (10%) indicating they did experience some sort of problem. When asked to elaborate on the kinds of problems they experienced, close to three-quarters were either unable to secure reservations at their desired accommodations (51%) or could not reserve the nights they wanted (22%). Among those who experienced difficulties making reservation, close to six in ten (57%) were able to obtain comparable or better quality accommodations in the same area, while two in ten (20%) found lower quality accommodations in the same area. Just over one in ten (12%) went outside of their desired area to obtain accommodations. (Tables 20c, 20d, 20e)

Among parties that booked accommodations at a hotel/motel or other paid establishment, two in ten (20%) used a rating system to help them choose their accommodations in the province. International visitors (34%) and those visiting the province for pleasure or recreation (29%) were most likely to have used a rating system. (Table 19a)

Among parties that used a rating system when choosing their accommodations, CAA/AAA (37%) was the most frequently mentioned system, followed by the Canada Select (22%) and some type of star system (21%). Visitors from outside Atlantic Canada were more likely than those from Atlantic Canada (18%) to have used CAA/AAA, and those from Canada are much more likely than international visitors (14%) to have used a star system. Canada Select was most likely to have been used by international visitors (35%), followed by those from other Canada (16%), with Atlantic Canadians (5%) being least likely to have used this system. (Table 19b)

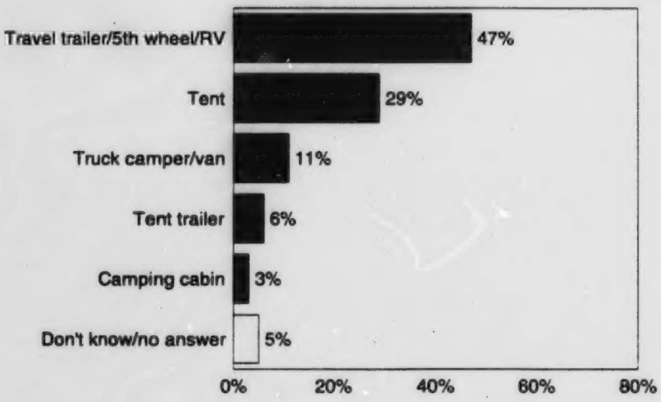
For the most part, automobile/RV travellers' experiences with accommodations they chose through a rating system were as expected or better than expected based on what the rating system had led them to expect. (Table 19c)



Rating of Accommodations
(Automobile/RV Travellers)

Campground Information

Among parties that indicated they used a campground during their visit to Nova Scotia, close to one-half (47%) used a travel trailer, 5th wheel, motor home or RV, while three in ten (29%) used a tent. Atlantic Canada visitors (77%) were much more likely than those from other Canada (24%) or international visitors (14%) to have used a tent, while international and other travellers were more likely to have used a travel trailer/5th wheel/RV or a truck camper/van. (Table 18a)



Type of Camping Equipment/Shelter Used
(Automobile/RV Travellers)

3.2.5 Pleasure Travellers

Motivations For Pleasure Travellers

Among the parties visiting Nova Scotia by automobile/RV, 28%, or 122,800 indicated they were travelling to the province for general pleasure or recreation. When asked for the main reason why they chose Nova Scotia for their vacation, the most common response was general scenery/sightseeing (23%), followed by the desire to visit Atlantic Canada (15%), to visit a specific area or location in Nova Scotia (13%), because they had never visited the province before (11%) or to visit friends or relatives (9%). The following table illustrates the reasons for choosing Nova Scotia. (Table 11a)

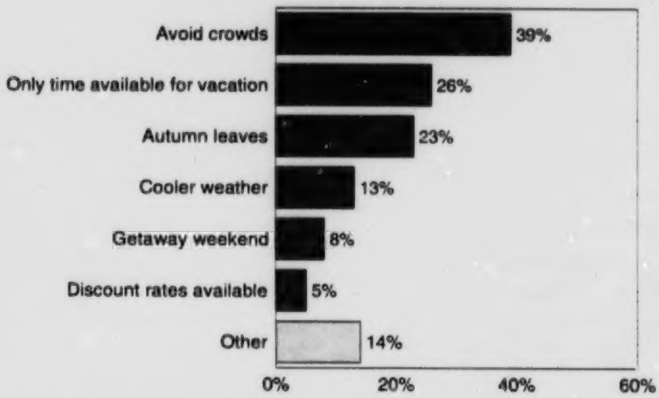
Main Reason Why Pleasure Travellers Chose Nova Scotia - Automobile/RV Travellers -	2000 (%)
General scenery/sightseeing	23
Wanted to visit Atlantic Canada	15
To visit specific location/area	13
Never been to NS before	11
Opportunity to visit friends/relatives	9
Coastal scenery	4
Recommended by others	3
Love NS/visited before	3
Tall Ships	2
Other	17

International visitors (16%) and visitors from outside Atlantic Canada (23%) were more likely than Atlantic Canadian visitors (6%) to state they chose Nova Scotia because they wanted to visit Atlantic Canada. International visitors (27%) and those from other Canada (25%) were also more likely than Atlantic Canada visitors (15%) to choose Nova Scotia for general scenery/sightseeing. International visitors (20%) were more likely than Canadian visitors to choose Nova Scotia because they had never visited the province before. Conversely, Atlantic Canada visitors (26%) were much more likely than other visitors to indicate they chose Nova Scotia because it offered them an opportunity to visit friends or relatives.

Spring/Fall Visitors

Pleasure visitors who came to Nova Scotia in June, September, October or November did not appear to be motivated by less expensive rates during this time of year. The most popular reason for coming to Nova Scotia in June, September, October or November is to avoid crowds (39%), followed by this time being the only time available for a vacation (26%) and to see the autumn leaves (23%). Only one in twenty (5%) mentioned discount rates as a reason why they chose to visit Nova Scotia outside of the peak tourist season. (Table 11c)

Why Visit Nova Scotia in the Fall
(Automobile/RV Travellers)



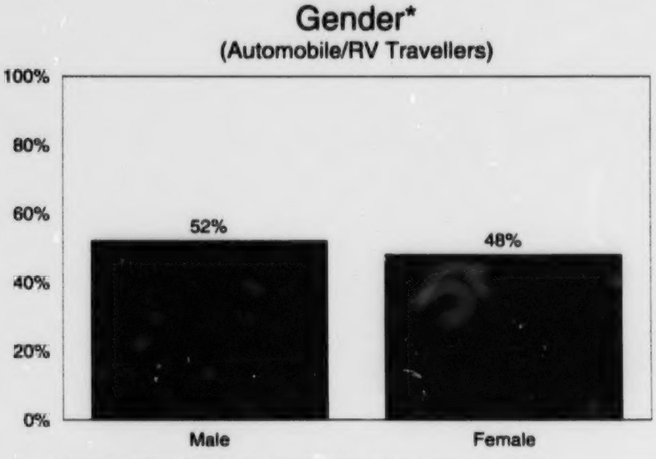
3.3 Visitor Characteristics

This section moves away from party information, and focuses on the individual automobile and RV visitor to Nova Scotia. Visitors who were 15 years of age or more were randomly selected to complete the remainder of the questionnaire. This section examines participation in activities, perceptions of the province as a vacation destination, use of the Nova Scotia Doers and Dreamers Travel Guide, and repeat visits to the province. Please note that in most cases, comparable 1992 data is not available.

3.3.1 Visitor Characteristics

Gender

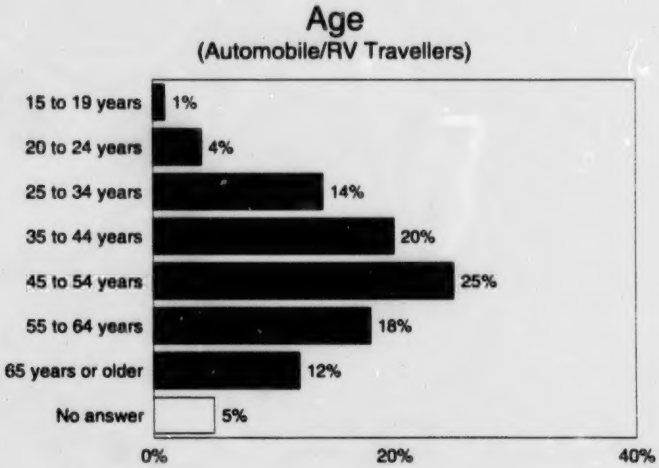
Among visitors for whom gender information was recorded, visitors were slightly more likely to be male (52%) than female (48%). Business travellers (64%) were considerably more likely than non-business travellers to be male. (Table 24a)



*Among visitors for whom gender information was recorded.

Age

Only a small percentage (5%) of automobile/RV visitors were between the ages of 15 and 24 years, with the majority being between 35 and 54 years of age (45%). Close to two in ten (17%) were aged 65 years or older, with non-business travellers (pleasure 16%, VFR 13%) being more likely than business travellers (3%) to be at least 65 years old. In addition, international visitors (25%) were more likely than those from other Canada (13%) or Atlantic Canada (9%) to be at least 65 years old. Business travellers (81%) were most likely to be between 25 and 54 years of age. (Table 24b)

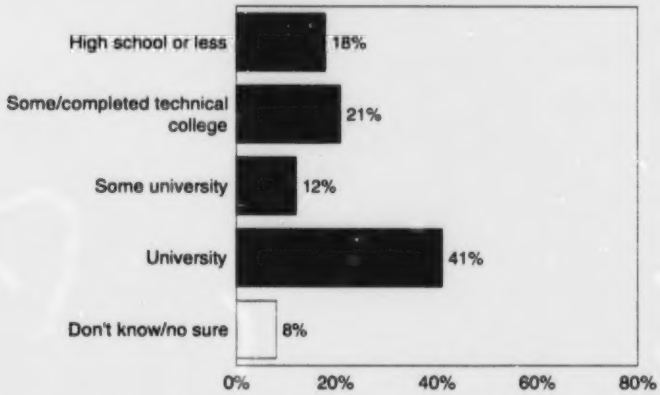


Education

Approximately two in ten (18%) automobile/RV visitors to Nova Scotia indicated the highest level of education attained in their households was high school or less, with a similar number (21%) including at least one member within their household who has completed some or all of a technical diploma or degree. Four in ten (41%) had at least one member within their household who has completed a university degree, and just over one in ten (12%) had at least one member of their household who has completed some university. (Table 40)

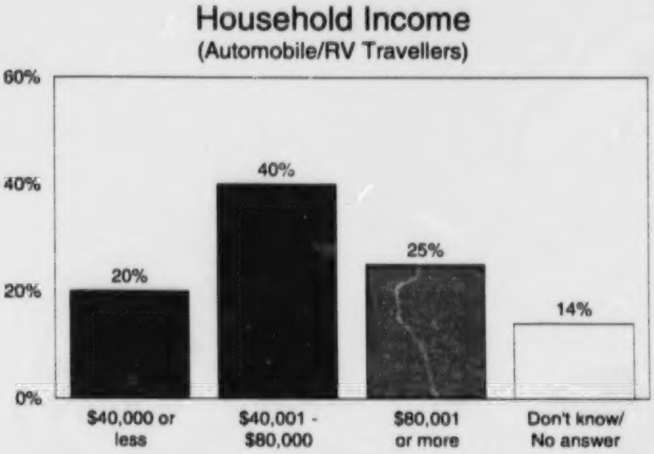
Highest Level of Education in Household

(Automobile/RV Travellers)



Household Income

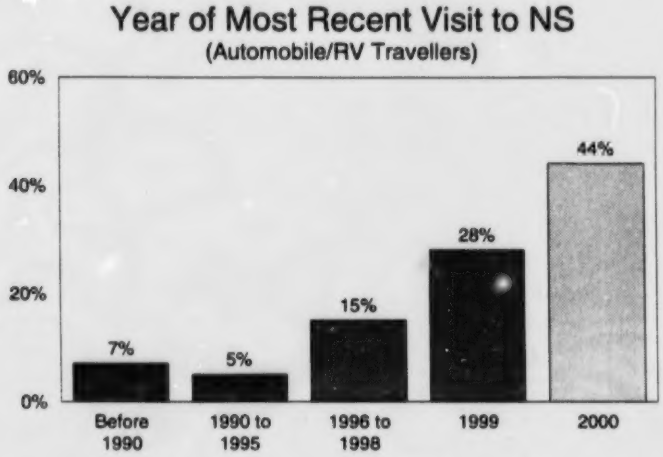
In 2000, the majority of automobile/RV visitors reported household incomes of more than $40,000, with one-quarter (25%) reporting household incomes of more than $80,000, and four in ten (40%) reporting household incomes of between $40,001 and $80,000. Two in ten (20%) visitors earned household incomes of $40,000 or less. Business travellers (30%) and those travelling for pleasure (32%) were more likely than those travelling to visit friends or relatives (20%) to have household incomes in excess of $80,000. Visitors from Atlantic Canada (17%) were less likely than visitors from other Canada (35%) or outside Canada (34%) to have household incomes of more than $80,000. (Tables 41a, 41b)



Previous Trips to Nova Scotia

Nearly eight in ten (78%) automobile/RV visitors had travelled to Nova Scotia before. Not surprisingly, visitors who live in Atlantic Canada (92%) or other parts of Canada (74%) were considerably more likely than international visitors (42%) to be repeat visitors to the province. Visitors who were travelling for general pleasure or recreation (51%) were much less likely than those who were visiting friends or relatives (90%) or business travellers (92%) to have visited the province before. (Table 25a)

Among visitors who had visited Nova Scotia before, close to three-quarters had visited in the past two years (44% in 2000, 28% in 1999). Business travellers (86%) and those visiting friends or relatives (79%) were more likely than those travelling for pleasure (48%) to have visited in the past two years. (Table 25b)



M121

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3.3.2 Trip Characteristics

Participation in Activities

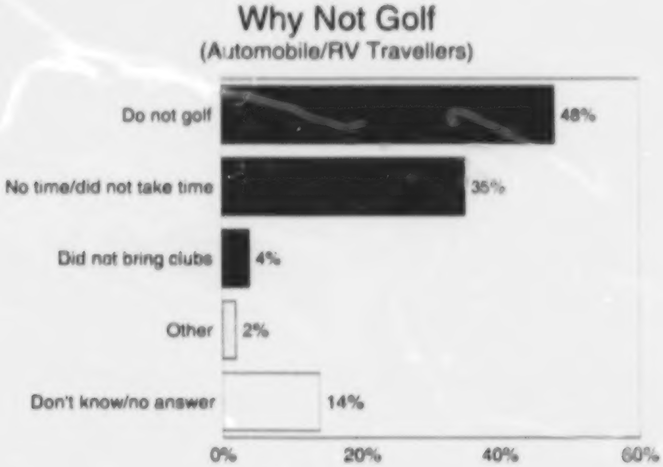
The following table illustrates the percentage of automobile/RV visitors who participated in a range of vacation activities. Generally, with the key exception being visiting friends or relatives, Atlantic Canadians were less likely than other Canadians or international visitors to have participated in these activities. In addition, those travelling on business were less likely than those travelling for pleasure or to visit friends or relatives to participate in any activities. Those travelling for pleasure tended to be more likely than those visiting friends or relatives to have participated in activities. In most cases, those travelling by RV were more likely than those travelling by automobile to have participated in activities. (Tables 26a-26m, 28a-28s)

	Overall	**Atlantic Canada**	**Other Canada**	**International**
	2000 (%)	2000 (%)	2000 (%)	2000 (%)
General sightseeing	70	59	82	86
Visit friends or relatives	55	65	57	23
Leisure walking/hiking	48	37	55	70
Shopping (ex. craft/antique)	45	40	46	59
Craft shops/studios	38	25	49	61
Nature observation	31	17	40	55
National/provincial historic sites	29	27	41	49
Beaches/beachcombing	26	13	37	42
Antique shops	26	9	21	26
Museums	22	10	33	41
Visit national/provincial park	17	8	25	33
Nightclubs/lounges/pubs	17	16	17	18
Special events/festivals	17	14	21	18
Live music/dance	17	15	18	21
Casinos	15	15	16	15
Birding	9	6	10	17
Art galleries	8	3	11	17
Beach – swimming/sunbathing	8	4	14	8
Wilderness hiking	6	2	9	12
Guided tours	5	2	8	10
Fishing/sightseeing boat tour	5	4	6	6
Golfing	5	4	9	5

	Overall	Atlantic Canada	Other Canada	International
	2000 (%)	2000 (%)	2000 (%)	2000 (%)
Whale/seabird boat tour	5	2	7	9
Research family history	5	4	7	4
Live theatre	4	4	5	3
Attend sports events	2	2	2	1
Bicycling	2	1	3	3
Freshwater canoeing/kayaking	2	2	1	3
Sea kayaking	1	1	1	1

Golf

Visitors who indicated they did not golf during their visit to Nova Scotia were asked why they did not golf. The most common response was that they do not golf (48%), followed by had no time or did not take the time to golf (35%). (Table 27a)



Nearly one-half (48%) of visitors indicated that nothing would encourage them to golf more often in Nova Scotia, while close to two in ten (16%) indicated they might golf more often if they had more time and close to one in ten (8%) would like to see lower green fees. (Table 27b)

3.3.2 Trip Characteristics

Participation in Activities

The following table illustrates the percentage of automobile/RV visitors who participated in a range of vacation activities. Generally, with the key exception being visiting friends or relatives, Atlantic Canadians were less likely than other Canadians or international visitors to have participated in these activities. In addition, those travelling on business were less likely than those travelling for pleasure or to visit friends or relatives to participate in any activities. Those travelling for pleasure tended to be more likely than those visiting friends or relatives to have participated in activities. In most cases, those travelling by RV were more likely than those travelling by automobile to have participated in activities. (Tables 26a-26m, 28a-28s)

	Overall	Atlantic Canada	Other Canada	International
	2000 (%)	2000 (%)	2000 (%)	2000 (%)
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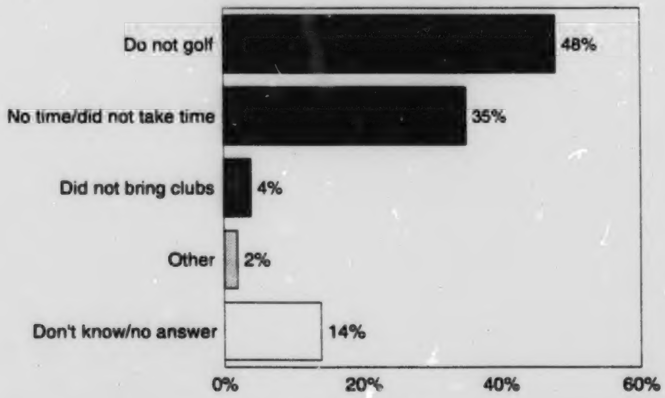
Visit friends or relatives	55	65	57	23
Leisure walking/hiking	48	37	55	70
Shopping (ex. craft/antique)	45	40	46	59
Craft shops/studios	38	25	49	61
Nature observation	31	17	40	55
National/provincial historic sites	29	27	41	49
Beaches/beachcombing	26	13	37	42
Antique shops	26	9	21	26
Museums	22	10	33	41
Visit national/provincial park	17	8	25	33
Nightclubs/lounges/pubs	17	16	17	18
Special events/festivals	17	14	21	18
Live music/dance	17	15	18	21
Casinos	15	15	16	15
Birding	9	6	10	17
Art galleries	8	3	11	17
Beach – swimming/sunbathing	8	4	14	8
Wilderness hiking	6	2	9	12
Guided tours	5	2	8	10
Fishing/sightseeing boat tour	5	4	6	6
Golfing	5	4	9	5

	Overall	Atlantic Canada	Other Canada	International
	2000 (%)	2000 (%)	2000 (%)	2000 (%)
Whale/seabird boat tour	5	2	7	9
Research family history	5	4	7	4
Live theatre	4	4	5	3
Attend sports events	2	2	2	1
Bicycling	2	1	3	3
Freshwater canoeing/kayaking	2	2	1	3
Sea kayaking	1	1	1	1

Golf

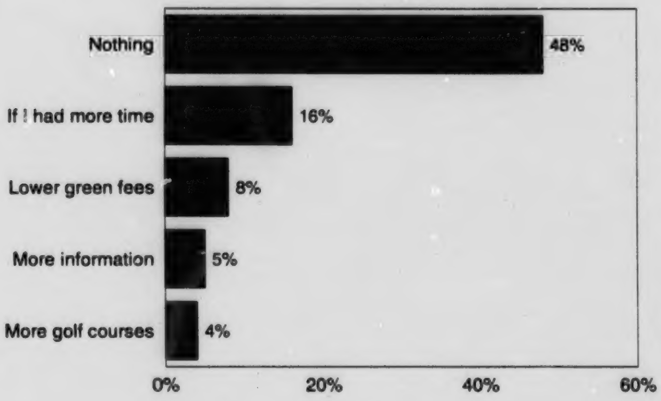
Visitors who indicated they did not golf during their visit to Nova Scotia were asked why they did not golf. The most common response was that they do not golf (48%), followed by had no time or did not take the time to golf (35%). (Table 27a)

Why Not Golf
(Automobile/RV Travellers)



Nearly one-half (48%) of visitors indicated that nothing would encourage them to golf more often in Nova Scotia, while close to two in ten (16%) indicated they might golf more often if they had more time and close to one in ten (8%) would like to see lower green fees. (Table 27b)

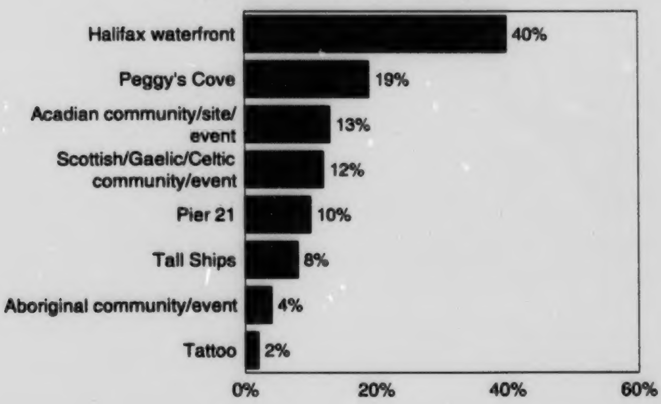
What Would Encourage Visitors to Golf



Specific Attractions

Automobile/RV visitors were asked if they had visited specific Nova Scotia attractions. The Halifax waterfront was the most popular attraction, with four in ten (40%) visitors indicating they visited the Halifax waterfront during their visit to the province. Peggy's Cove was visited by two in ten (19%) visitors, while just over one in ten visited an Acadian community/event (13%) or a Scottish/Gaelic/Celtic community/event (12%). One in ten (10%) automobile/RV travellers toured Pier 21. Generally, with the exception of visiting the Halifax waterfront, visitors from other Canada and international visitors were more likely than Atlantic Canadian visitors to have visited the attractions. (Table 29)

Specific Attractions Visited
(Automobile/RV Travellers)



Most Enjoyed Aspect of Trip To Nova Scotia

The following table illustrates what visitors liked most about their trip to the province. The column on the left contains respondents' first mentions, and the column on the right contains additional elements that respondents indicated they liked. (Tables 30a, 30b)

Most Liked Element	First Mention (%)	Other Mention (%)	Total Mentions (%)
Opportunity to visit friends/relatives	27	9	36
General scenery/sightseeing	19	16	35
Coastal scenery	8	16	24
Specific area/location in Nova Scotia	7	9	16
Friendly people	5	15	20
Tall Ships	2	4	6
Quality of service	2	1	3
Specific attraction/museum	2	0	2
Untouched/unspoiled environment	1	6	7
Good weather	1	4	5
Quality of accommodations	1	2	3
Casino	1	2	3
Lobster	1	2	3
Shopping	1	2	3
Specific festival/event	1	0	1

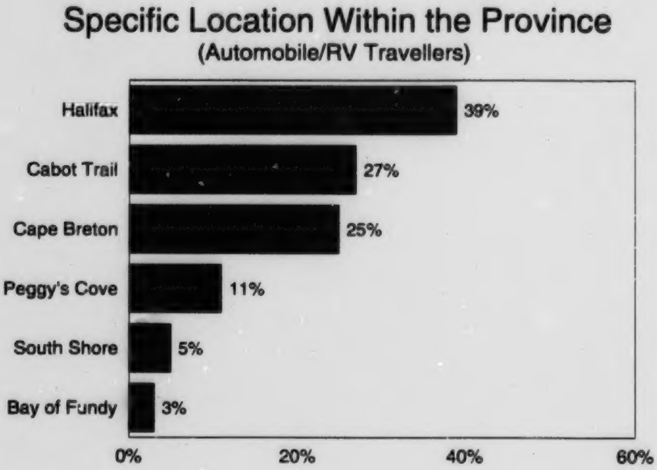
The following five elements were identified most frequently by automobile and RV visitors:

- The opportunity to spend time with friends or relatives
- General sightseeing
- Coastal scenery
- Friendliness of the people
- A specific area of the province

Some geographic differences were observed, with visitors from Canada (particularly those from Atlantic Canada) being more likely than international visitors to list visiting friends or relatives as the most liked aspect of their visit, which may be expected as Canadian visitors were also more likely to come to the province to visit friends or relatives. International and other Canada visitors were more likely than visitors from Atlantic Canada to identify sightseeing or coastal scenery as elements they liked the most. Finally, international and other Canada visitors were also more likely than visitors from Atlantic Canada to identify the friendliness of the people as something the really liked about their visit to Nova Scotia.

Specific Area Enjoyed Most

Overall, close to six in ten automobile/RV visitors identified a specific area in Nova Scotia as an aspect of their visit to Nova Scotia that they liked the most. Among these visitors, four in ten (39%) identified Halifax, while one-half mentioned either the Cabot Trail (27%) or Cape Breton in general (24%) and one in ten (11%) identified Peggy's Cove. (Table 30_1)



Nova Scotia's Greatest Need For Improvement

The following table illustrates visitors' perceptions of areas that offer the greatest opportunity for improvement in Nova Scotia. (Tables 31a, 31b)

Opportunities for Improvement	First Mention (%)	Other Mention (%)	Total Mentions (%)
Nothing	32	0	32
Improve roads/highways	22	5	27
Better/more road signs	8	10	18
Reduce price of gas	7	5	12
More/better rest stops	4	2	6
Quality of accommodations	1	1	2
Reduce price of accommodations/ food	1	1	2
Improve economy	1	0	1
More accommodations	1	0	1
Improve quality of service	1	0	1
Eliminate tolls	1	0	1

One-third (32%) of automobile/RV visitors did not believe there is anything in the province of Nova Scotia that is in need of improvement, while the balance of visitors were most likely to identify improvements related to Nova Scotia's road/highway infrastructure. Close to three in ten (27%) identified Nova Scotia's roads/highways as being the most important opportunity area, followed by better/more road signs (18%). Just over two in ten (12%) visitors would like to see lower gas prices.

3.3.3 Activities Prior to Trip

Advertising

Six in ten (61%) automobile/RV visitors, or a member of their party, heard or saw advertising for Nova Scotia prior to their visit to the province. The likelihood of seeing or hearing advertising was slightly lower among international visitors (54%) compared to other Canada (60%) and Atlantic Canada (63%) visitors. (Table 32a)

Source of Advertising

Among visitors who recalled seeing or hearing advertising for Nova Scotia prior to their visit to the province, television was the most frequently mentioned medium (71%), followed somewhat distantly by newspaper (24%), magazine (20%), radio 14%) and direct mail (17%). International visitors were much less likely than Canadian visitors to identify television, while visitors from Atlantic Canada were less likely than visitors from other Canada or outside Canada to identify newspaper, magazines or the

Internet as the source of advertising for Nova Scotia. Visitors from Atlantic Canada were more likely than those from outside Atlantic Canada to identify direct mail. (Table 32b)

Source of Advertising by Visitor Origin

	Overall (%)	Atlantic Canada (%)	Other Canada (%)	International (%)
Television	71	79	66	49
Newspaper	24	20	26	38
Magazine	18	13	22	26
Radio	18	24	16	4
Direct mail	17	22	8	9
Internet	8	3	13	19
TV Show	6	6	6	4

Activities Prior to Arriving in Nova Scotia

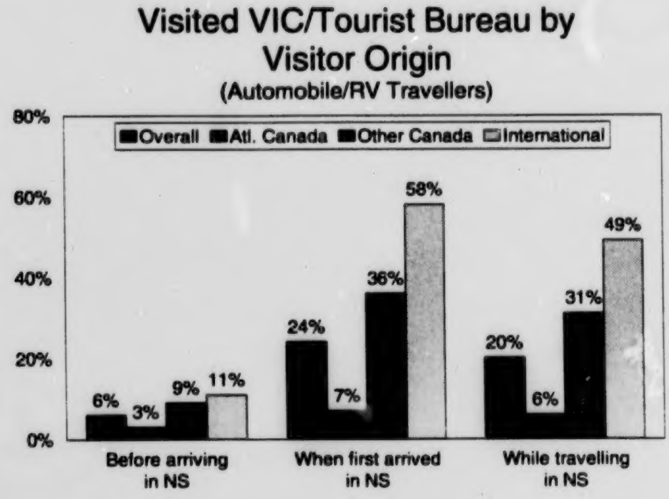
The following table illustrates the percentage of automobile/RV visitors who participated in the following pre-trip planning activities. Fewer than two in ten visitors participated in each activity, with the most popular one being calling a 1-800 number for Nova Scotia information (18%), followed by gathering information on Nova Scotia through the Internet (15%). Visitors from outside Atlantic Canada were more likely than those from Atlantic Canada to have called a 1-800 number, used the Internet to gather or request information about Nova Scotia or request Nova Scotia information via the Internet. Those travelling for pleasure were more likely than business travellers or those visiting friends or relatives to have participated in these three activities. Only a very small percentage (1%) of visitors used the Internet to book a tour. While the Internet has become a very popular source of travel information, there continues to be a strong reluctance to use the Internet to transmit the sensitive financial information required to make reservations. (Tables 33_1-33_6)

Participation in Activities Prior to Trip By Visitor Origin – Air Travellers

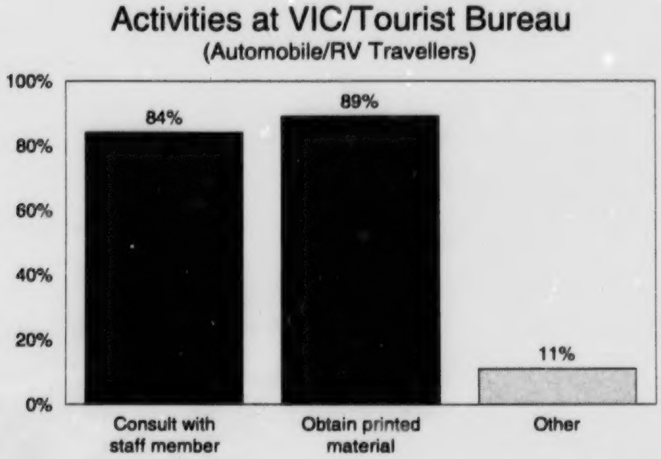
	Overall (%)	Atlantic Canada (%)	Other Canada (%)	International (%)
Call 1-800 number for information	18	9	29	29
Gather information on Internet	15	5	25	32
Request information via Internet	9	3	14	17
Contact travel agent for info/to book tour	3	1	4	8
Book package tour via Internet	1	0	1	2
Attend travel show	0	0	0	1

Visitor Information Centres/Tourist Bureaus

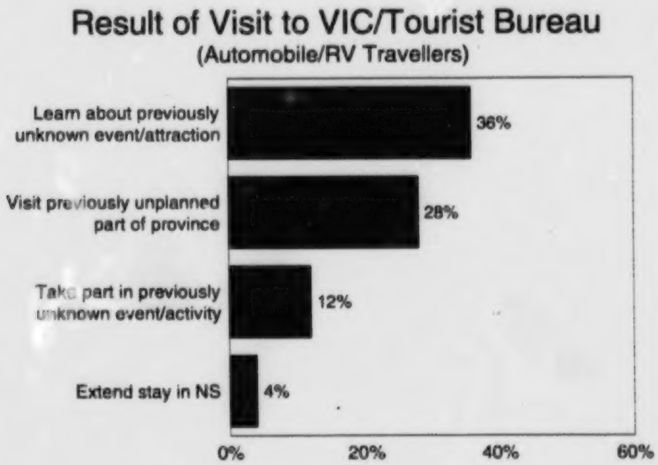
International visitors were most likely to have visited Visitor Information Centres or tourist bureaus; nearly six in ten (58%) visited a VIC/tourist bureau when they first entered the province, and one-half (49%) visited while they were travelling in Nova Scotia. Close to four in ten (36%) of visitors from other Canada visited a VIC/tourist bureau when they first entered Nova Scotia, and three in ten (31%) made a visit while they were travelling through the province. Visitors from Atlantic Canada were least likely to have visited a VIC/tourist bureau. On average, those who stopped at a VIC/tourist bureau while travelling in Nova Scotia made an average of 2.2 visits, with visitors from Atlantic Canada making fewer visits than visitors from outside Atlantic Canada. Visitors who were travelling for pleasure were considerably more likely then business travellers or those visiting friends or relatives to have visited a VIV/tourist bureau; pleasure visitors also made the greatest number of visits. (Tables 34_1-34_3, 34)



The majority of those who visited a VIC/tourist bureau consulted with a staff member (84%) and obtained printed material (89%). (Tables 35_1, 35_2)



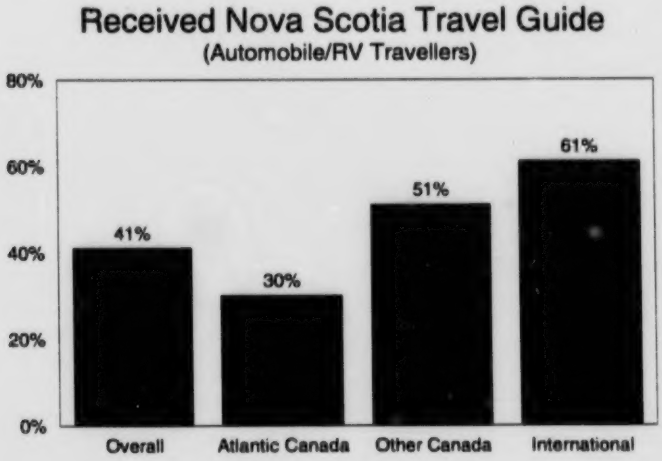
Visitors who stopped at a VIC/tourist bureau were asked whether their visit to the VIC/tourist bureau had an impact on their activities while in Nova Scotia. The most common result of stopping at a VIC/tourist bureau was learning about an activity or area in the province about which visitors had not previously been aware (36%). Nearly three in ten (28%) visitors visited a part of the province they had not planned to visit prior to their stop at a VIC/tourist bureau, while just over one in ten (12%) took part in a previously unknown activity or event. Only a small percent of visitors (4%) actually extended they stay in the province as a direct result of their visit to a VIC/tourist bureau. Generally, visitors from Atlantic Canada were less likely to indicate their visits to a VIC/tourist bureau had an impact on either their knowledge of the province or activities while visiting Nova Scotia. Those travelling for pleasure tended to be more likely than business travellers or those travelling to visit friends or relatives to state their VIC/tourist bureau visit had an impact on their knowledge of the province or the activities in which they participated. Among those who extended their stay as a result of visiting a VIC/tourist bureau, the average visitor stayed an additional 1.6 nights. (Tables 36_1-36_4, 36)



One in ten (9%) visitors indicated they or someone in their party visited a "point-of-sale" kiosk that was not in a VIC/tourist bureau. Similar to results seen for VIC/tourist bureaus, those from Atlantic Canada (3%) were less likely than visitors from outside Atlantic Canada to have visited a "point-of-sale" kiosk. (Table 37)

Nova Scotia Travel Guide for Doers and Dreamers

Four in ten (41%) visitors received a copy of the 2000 Nova Scotia Travel Guide for Doers and Dreamers, with international visitors (61%) and those from other Canada (51%) being more likely than Atlantic Canadians (30%) to have received a copy of the guide. Two-thirds (66%) of those who received a travel guide received it prior to leaving home, with Atlantic Canada visitors (82%) being most likely to have received their guide before leaving home on their trip. (Table 38a, 38b)



Preferred Language

Nine in ten (89%) automobile/RV visitors identified English as their preferred language, with one on twenty-five (4%) stating French was their preferred language. Among those who prefer French, close to four in ten (38%) noticed a program designed to provide services specifically to French speaking visitors, with close to six in ten (56%) of these visitors correctly recalling the name of the "Ici on Parle Français" program. The vast majority of visitors who were aware of the "Ici on Parle Français" program indicated they were either completely satisfied (44%) or satisfied (40%) with the service they received. (Tables 39a-39c, 39e)

Study Methodology

The **2000 Nova Scotia Tourism Visitor Exit Survey** utilized personal interviews with visitor parties that were exiting the province at the following exit points:

- Cobequid Pass Toll Booths
- Yarmouth
- Sydney
- Caribou
- Digby
- Halifax International Airport

The sample frame was defined as all non-resident visitors to Nova Scotia exiting the province by means of air, automobile or recreational vehicle. The sample did not include those who were leaving the province via motor coach or cruise ship visitors. Visitors who may have entered the province by motor coach or cruise ship, but left via air or in a privately owned motor vehicle were included in the sample.

While the survey collected information from same-day visitors to Nova Scotia, only those who stayed at least one night in the province are included in this report.

Weighting

A total of 3,913 interviews were completed. Survey data was weighted to reflect to reflect the population of visitors entering the province between June and November 2000. In addition, the survey data was weighted to reflect visitors' origin of residence, mode of travel, season and entry point.

For the small percentage (8%) of parties that indicated they pre-paid expenses to a travel agent or travel agency, a methodology was developed to allocate the appropriate share of these pre-paid expenses to specific types of expenditures within the Nova Scotia portion of their trip.

Appendix A

2000 Survey Questionnaire

Tourism Nova Scotia
2000 Exit Survey

Hello, my name is _______________, with the Nova Scotia Department of Tourism and Culture. We are conducting a survey of visitors to Nova Scotia to assist in improving our facilities and services for travellers like you. The survey should take less than 20 minutes, and as a small measure of our appreciation for your efforts, you will receive a copy of this CD of Nova Scotia music. Could we ask you some questions about your trip?

INTERVIEWER: ____________________ TIME: __________

DATE (MM/DD): ______MM ______DD

SHIFT:

A	1
B	2
C	3
D	4
E	5
F	6

INTERVIEW TYPE

Auto	1
Air	2

EXIT POINT:

Highway 104 - Amherst bound	1	
Caribou	3	
North Sydney	4	
Yarmouth - Scotia Prince	6	
Yarmouth - CAT	7	
Digby	8	
Halifax International Airport	9	GO TO SECTION II

SECTION I: AUTOMOBILE TRAVELLERS ONLY

1. Vehicle Type

Non-commercial vehicle (cars, vans, pickup)	1
RV (Winnebago, van, camper)/Travel Trailer	2

2a. RECORD state/province from LICENCE: ________________________

2b. CONFIRM origin So you are from . . . .

Nova Scotia	064	**THANK AND TERMINATE**	
Province or state	001	Specify	____________
Specify other country	002	Specify	____________

IF SURVEY LOCATION IS HIGHWAY 104 AMHERST BOUND, CONTINUE. OTHERWISE GO TO Q4.

3a. Are you planning to exit Nova Scotia today?

Yes	1	
No	2	**GO TO Q3c**

3b. Do you plan on stopping anywhere before you leave the province?

Yes	1	
No	2	**GO TO Q4**

3c. Where will you be stopping? **[If yes]** Will you be spending less than ½ hour, more than ½ hour or staying overnight in ....

	Yes	No	LT ½	MT ½	ON	D/K
Oxford	1	2	1	2	3	9
Springhill	1	2	1	2	3	9
Parrsboro	1	2	1	2	3	9
Tidnish	1	2	1	2	3	9
Amherst	1	2	1	2	3	9
Other (specify) _______	1	2	1	2	3	9

IF NOT LEAVING THE PROVINCE TODAY (CODE "2" IN Q3a), CONTINUE OTHERWISE GO TO Q4a

3d. How many more nights will you be spending in Nova Scotia? _________ nights

3e. When you leave Nova Scotia this time, will this be the final time of your trip or will you be returning through this toll plaza?

Final exit	1	**GO TO Q5**
Will be returning through plaza	2	**THANK AND TERMINATE**
Don't know/not sure	9	**THANK AND TERMINATE**

4. Are you leaving Nova Scotia for the final time of your trip or will you be reentering Nova Scotia before going home?

Final exit	1	
Will be returning	2	**THANK AND TERMINATE**
Don't know/not sure	9	**THANK AND TERMINATE**

5. **[ASK ONLY WHEN NECESSARY. OTHERWISE, RECORD BY OBSERVATION]** Including yourself, how many people are in your vehicle?

_______ people

6a. Where did you first enter the province on this trip? **[SPECIFY "CAT OR SCOTIA PRINCE IF RESPONSE IS YARMOUTH.]**

Highway 104 - Amherst bound	1
Tidnish	2
Caribou	3
North Sydney	4
Yarmouth - Scotia Prince	6
Yarmouth - CAT	7
Digby	8
Halifax International Airport	9

6b. Have you exited or passed through Nova Scotia more than once on this trip from home?

Yes	1	**CONTINUE TO Q7 INTRO**
No	2	**GO TO Q7**

GO TO SECTION III.

SECTION II: AIR TRAVELLERS ONLY

1. Including yourself, how many people are travelling with you? By that I mean a group that is travelling together and sharing such expenses as accommodation. **[NOTE TO INTERVIEWER: MOTORCOACH GROUPS OR SPORTS TEAMS ARE NOT CONSIDERED TO BE A SINGLE TRAVEL PARTY]**

______ people

2. Where is the final destination of your trip today?

Nova Scotia	1	**THANK AND TERMINATE**
Other	2	

3. In which province state or country do you reside?

Nova Scotia	064	**THANK AND TERMINATE**
Province or state	001	Specify ____________
Specify other country	002	Specify ____________

4. Where did you start your air trip today?

Halifax Airport	1	**GO TO Q6**
Sydney Airport	2	**GO TO Q6**
Yarmouth Airport	3	**GO TO Q6**
Other	4	

5a. Are you in Nova Scotia only to transfer to a connecting flight?

Yes (Pass Through)	1	**THANK AND TERMINATE**
No	2	

5b. [NON-CANADIAN AIR VISITORS ONLY] Where did you first enter Canada on this trip?

Halifax International Airport	1
Quebec	2
Ontario	3

Other (specify) ______________________________

5c. **[EUROPEAN AIR VISITORS ONLY]** What airline will you be travelling on this morning/afternoon/evening?

Air Canada	01
Air Nova	02
Canadian Airlines	03
InterCanadian	04
Canada 3000	05
Continental Airlines	06
Royal Airlines	07
Icelandair	08
Air St. Pierre	09
Air Transat	10
Air Labrador	11
Business Express (Delta/Northwest/American)	12

Other (specify) ____________________

5d. What is your flight number? ____________

6. Have you exited and reentered Nova Scotia more than once on this trip from home?

Yes	1	**CONTINUE TO Q7 INTRO**
No	2	**GO TO Q7**

SECTION III: .... ALL TRAVELLERS

***Q7 INTRO:** For the remainder of the questionnaire, when I refer to "this visit", please base your answers on all your "passes" through the province while on this trip.*

7. In total, how many nights did you spend in Nova Scotia during this visit?

_____ nights

8. What was your MAIN reason for coming to Nova Scotia for this visit?

(DO NOT READ RESPONSES BUT PROMPT WHERE REQUIRED. ONE RESPONSE ONLY)

BUSINESS

Commuting to work or school	01	**THANK AND TERMINATE**
Convention/conference/association meeting	02	
Personal business (medical/dental/bank)	03	
Other business (selling/purchasing/business meeting with associates or clients etc)	04	

NON-BUSINESS

Shopping	05	GO TO Q12
General pleasure/recreation	06	GO TO Q11a
Visit friends/relatives as part of a general vacation	07	GO TO Q12
Visit friends/relatives for other personal reasons (include weddings, funerals, etc)	08	GO TO Q12
Just passing through to another province/state	09	GO TO Q12
Motorcoach tour	10	GO TO Q12
Visit your own cottage or vacation home	11	GO TO Q12
Attend a special festival/event/attraction	12	**Specify**________ GO TO Q12
Learning vacation/Elderhostel	13	GO TO Q12
Family and other reunions	14	GO TO Q12
Honeymoon/second honeymoon/anniversary	15	GO TO Q12
Other (specify) ______________________________		GO TO Q12

9a. Did you extend your stay in Nova Scotia for one or more nights beyond your business requirements in order to visit the local area?

Yes	1	
No	2	**GO TO Q10**

9b. And, by how many nights did you extend your visit? .. ________nights

10. Did you bring any family members or individuals not travelling for business reasons along with you on your trip?

Yes	1	**GO TO Q12a**
No	2	**GO TO Q12a**

[FOR "GENERAL PLEASURE/RECREATION" VISITORS ONLY]

11a. What was the MAIN reason you chose Nova Scotia as a destination? **[DO NOT READ CHOICES. ONE RESPONSE ONLY]**

General scenery/sightseeing	01			
Coastal scenery	02			
Opportunity to visit friends/relatives	03			
A specific festival/event/	04	***Specify***____________		
A specific attraction/museum	05	***Specify***____________		
Wanted to visit Atlantic Canada	06			
Recommended by others	07			
To visit a specific area or location of Nova Scotia	08	***Specify:***	Cabot Trail	1
			Cape Breton	2
			Bay of Fundy	3
			Halifax	4
			Other _______	
Never been to Nova Scotia before	09			
Nature viewing (tides, fossils, wildlife, plants)	10			
Cultural	11			
Exchange rate with American dollar	12			
Tall Ships 2000	13			
Golf	14			
Casino	15			
Honeymoon/Second Honeymoon/Anniversary	16			
Mountain biking/Cycling	17			
Freshwater canoeing/kayaking	18			
Sea Kayaking	19			
Boat tour for whale/seabird watching	20			
Fishing/sightseeing boat tour	21			
Going to an ocean beach to explore/beachcomb	22			
Going to an ocean beach for swimming/sunbathing	23			
Wilderness hiking	24			
Leisurely walking or hiking	25			
Birding	26			
Visit national/provincial natural park	27			
Antique shops	28			
Craft shops or studio	29			
Museums	30			
National/provincial historic site	31			
Live performing music or dance	32			
Nightclub, lounge, pub	33			
Guided tour (not including boat tour)	34			
Art gallery	35			
Shopping	36			
Attend sport event	37			
Elderhostel	38			
Learning vacation	39			
Researching Family history/genealogy	40			

Other ____

[FOR "GENERAL PLEASURE/RECREATION" VISITORS ONLY]

11b. Were there any other reasons? **[DO NOT READ CHOICES. MULTIPLE RESPONSES PERMITTED]**

General scenery/sightseeing	01	
Coastal scenery	02	
Opportunity to visit friends/relatives	03	
A specific festival/event/	04	***Specify*** ____________
A specific attraction/museum	05	***Specify*** ____________
Wanted to visit Atlantic Canada	06	
Recommended by others	07	
To visit a specific area or location of Nova Scotia	08	***Specify:*** Cabot Trail 1 Cape Breton 2 Bay of Fundy 3 Halifax 4 Other _______
Never been to Nova Scotia before	09	
Nature viewing (tides, fossils, wildlife, plants)	10	
Cultural	11	
Exchange rate with American dollar	12	
Tall Ships 2000	13	
Golf	14	
Casino	15	
Honeymoon/Second Honeymoon/Anniversary	16	
Mountain biking/Cycling	17	
Freshwater canoeing/kayaking	18	
Sea Kayaking	19	
Boat tour for whale/seabird watching	20	
Fishing/sightseeing boat tour	21	
Going to an ocean beach to explore/beachcomb	22	
Going to an ocean beach for swimming/sunbathing	23	
Wilderness hiking	24	
Leisurely walking or hiking	25	
Birding	26	
Visit national/provincial natural park	27	
Antique shops	28	
Craft shops or studio	29	
Museums	30	
National/provincial historic site	31	
Live performing music or dance	32	
Nightclub, lounge, pub	33	
Guided tour (not including boat tour)	34	
Art gallery	35	
Shopping	36	
Attend sport event	37	
Elderhostel	38	
Learning vacation	39	
Researching Family history/genealogy	40	

Other ____

11c. **[ONLY ASK IN JUNE; SEPT TO NOV]** Why did you choose to travel to Nova Scotia at this time of year? **[DO NOT READ CHOICES. MULTIPLE RESPONSES PERMITTED]**

Cooler weather	01	
Avoid the crowds	02	
Discount rates available	03	
Only time I had vacation	04	
Autumn Leaves	05	
Celtic Colours	06	
Atlantic Film Festival	07	
Studio Rally	08	
Festival/attraction	09	Specify_____________
Getaway weekend	10	
Golf	11	
Other ______________________________		

12a. **[CANADA and US RESIDENTS ONLY]** What, if any, influence did the exchange rate between the Canadian dollar and the U.S. dollar have on your decision to vacation in Nova Scotia? Would you say that the exchange rate was . . . .

Critically important	1
Important, but not critical	2
Not very important	3
Not at all important	4
Don't know	8

12b. **[US ONLY]** Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

Yes	1	By how many nights?___
No	2	**GO TO Q13**

13. Which of the following best describes your travel party? Are you travelling.......**[ONLY READ RESPONSES THAT MAY APPLY]**

By yourself	1
As a couple	2
As a family	3
As two or more friends	4
As a couple with friends	5
Other (specify)______________________	6

14. Including yourself, how many in this party are: **[DO NOT READ EVERY CATEGORY. RESPONSES MUST TOTAL TO Q5 in SECTION I OR Q2 IN SECTION II]**

14 and under	______	45 TO 54	______
15 TO 19	______	55 TO 64	______
20 TO 24	______	65 TO 74	______
25 TO 34	______	75 and over	______
35 TO 44	______		

15a. Were any of your Nova Scotia trip expenses pre-paid to a travel agent or a travel company before arriving in Nova Scotia?

Yes	1	
No	2	GO TO Q16b

15b. What was the total amount paid to the travel agent or company?

$ ____________________

15c. Is that including or excluding taxes?

Including	1
Excluding	2
Not sure	9

15d. **[IF AMERICAN]** And, is that in Canadian or American dollars?
[IF FROM OTHER COUNTRY] And, in what currency is that?

Canadian	1
American	2
German	3
British	4
Other (specify) ________________________________	

15e. Did the $________ [REFER TO Q15b] cover expenses for travel in other areas besides Nova Scotia?

Nova Scotia only	1	GO TO Q15g
Other destinations	2	

15f. How many nights in other destinations were covered by the package?

________ nights

15g. What was included in your travel package? **[Read and circle all that apply.]**

Transportation to/from Nova Scotia (Air/bus/ferry fares) . .	1	GO TO 16A
Public transportation while in Nova Scotia (including motorcoaches, train, etc)	2	GO TO 16A
Private transportation while in Nova Scotia (e.g., rental car)	3	GO TO 16A
Overnight accommodation	4	CONTINUE
Meals and beverages in restaurants	5	GO TO 16A
Entry fees for tours/attractions/golf/etc	6	GO TO 16A
Other ____		

15h. How many nights in Nova Scotia were covered by the travel package? _______ nights

[IF RESPONDENT PARTICIPATED IN A TRAVEL PACKAGE, ASK Q16.A. OTHERWISE, ASK Q16.B]

16a. While in Nova Scotia, approximately how much did your party spend on the following items not covered in your inclusive package? Please include all credit card, cheque and cash purchases, and taxes. Please give me your responses in Canadian dollars.

16b. While in Nova Scotia, approximately how much did your party spend on the following? Please include all credit card, cheque and cash purchases, and taxes. Please give me your responses in Canadian dollars. **[IF NO MONEY SPENT, INDICATE 0.]**

Cost of staying overnight in fixed roof accommodations *(such as hotels/motels/cottages/B&B)*	$_________	N/R[1]
Cost of staying at campgrounds	$_________	N/R
Meals and beverages in restaurants	$_________	N/R
Ferry and/or airfare to/from Nova Scotia	$_________	N/R
Auto repairs/gas/oil	$_________	N/R
Other transportation fares (taxis, car rentals, etc)	$_________	N/R
Groceries/liquor	$_________	N/R
NS handmade craft products or original NS works of art	$_________	N/R
Clothing purchases	$_________	N/R
Other shopping purchases	$_________	N/R
Recreation and entertainment (includes entry fees for attractions, tours, museums, casinos, theatres, festivals, green fees, etc)	$_________	N/R
Other (specify)	$_________	N/R

IF RESPONDENT IS A SAME DAY VISITOR FROM NEW BRUNSWICK (CODE "004" IN SECTION I (Q2) OR SECTION II (Q3) AND "0" IN Q7), THANK AND TERMINATE.

IF RESPONDENT IS A SAME DAY VISITOR FROM ALL OTHER LOCATIONS, GO TO Q22

---

[1] No response/Refused/Don't know

17. While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?
[NOTE: RESPONSES MUST TOTAL TO Q7. IF NO NIGHTS SPENT, INDICATE 0.]

a. Hotel .... _______ nights
b. Motel .... _______ nights
c. Bed & Breakfast .... _______ nights
d. Country Inn .... _______ nights
e. Resort .... _______ nights
f. Hunting and/or fishing lodge .... _______ nights
g. Commercial cottage or cabin .... _______ nights
h. Private cottage or vacation home .... _______ nights
i. Home of friends or relatives .... _______ nights
j. National or provincial park campground .... _______ nights
k. Privately operated campgrounds/trailer parks ... _______ nights
l. Other (Specify) ______________________ .... _______ nights

18a. **[IF CAMPGROUND MENTIONED IN Q17j OR Q17k. OTHERWISE GO TO Q19A]**

What type of camping equipment or shelter did you use? **[SELECT ALL THAT APPLY]**

Tent	1
Tent trailer	2
Travel trailer/5th wheel/Motorhome/RV	3
Truck camper or van	4
Camping cabin	5
Other (specify)______________________________	

18b. **[IF NATIONAL/PROVINCIAL CAMPGROUND MENTIONED (Q17j) AND TENT IN Q18a]**

Of the nights you spent camping in national or provincial parks, how many were at unserviced wilderness campsites that were reached by backpacking?

_____ nights

IF RESPONDENT STAYED ONLY IN PRIVATE ACCOMMODATIONS (Q17h OR Q17i), GO TO Q22

IF ALL ACCOMMODATION IS PART OF A PACKAGE TOUR (Q15g=Q7), GO TO Q22.

19a. Did you use a rating system to help you choose your accommodation in Nova Scotia?

Yes	1	
No	2	**GO TO Q20a**

19b. What system did you use?

Canada Select	1	
AAA/CAA	2	GO TO Q20a
Star system (unspecified)	3	
Other ______________________________		GO TO Q20a

19c. Overall, would you say that your accommodations were . . .

About the same as the rating system had led you to expect	1
Better than you had expected from the rating system	2
Worse than you had expected from the rating system	3

20a. For how many nights had you made reservations before arriving in Nova Scotia?

______ nights **[IF "0" GO TO Q21]**

20b. How did you make your reservations?

Check In Nova Scotia	01
Via the Internet	02
Parks Canada reservation system	03
Called directly to the property	04
Other ______________________________	

20c. Did you experience any problems making your reservations?

Yes	1	
No	2	**GO TO Q22**

20d. What types of problems did you experience? **[DO NOT PROMPT. RECORD ALL MENTIONS]**

Could not get into the accommodation you wanted	01	
Could not reserve the nights you wanted	02	
Reservations were wrong when I arrived	03	**GO TO Q22**
Inefficient/rude staff	04	**GO TO Q22**
Unknowledgeable staff	05	**GO TO Q22**
Hotel (motel/B&B) wasn't what I expected	06	**GO TO Q22**
Other ______________________________	...	**GO TO Q22**

20e. Were you able to . . .

Find comparable or better quality accommodation in the same area .	1
Find lower quality accommodation in the same area	2
Go outside the area to find accommodation	3
Other ______________________________	

21a. Did you experience any difficulties finding accommodations while in Nova Scotia?

Yes	1	
No	2	GO TO Q22

21b. Were you able to find accommodation in the area you wanted or did you have to go outside the area?

Same area	1
Went outside the area	2
Other ______________________________	

22. Map question

22a. On this map of Nova Scotia, please trace your route from where you first entered the province to where we are now. Mark your entry point with an "E" and where we are now with an "X".

22b. Please mark the places where you stopped for less than one half hour with an "S".

22c. Please mark the places where you stopped for more than half an hour but not overnight with a "V".

22d. Please mark the places where you stopped overnight by indicating the total number of nights you stayed there.

VALIDATE NUMBER OF NIGHTS WITH Q17 AND Q7.

IF RESPONDENT IS NOT TRAVELLING ALONE, ASK:

23. Which member of your travel party who is 15 years of age or older has the next birthday? **COMPLETE THE REMAINDER OF THE QUESTIONNAIRE WITH THIS INDIVIDUAL.**

24a. OBSERVE GENDER

Male	1
Female	2

24b Confirm age **[CIRCLE APPROPRIATE CATEGORY]**:

15 TO 19
20 TO 24
25 TO 34
35 TO 44
45 TO 54
55 TO 64
65 TO 74
75 and over

25a. Apart from this trip, have you visited Nova Scotia before?

Yes 1
No . . . . 2 GO TO Q26

25b In what year was your most recent visit? __________

26. On this trip to Nova Scotia, did you participate in any of the following nature or outdoor activities? **[READ AND CHECK ALL THAT APPLY]**

	Yes	No	If yes
a. Hiking in remote wilderness areas	1	2	# times? ____
b. Leisurely walking or hiking	1	2	# times? ____
c. Golfing (not including mini-golf)	1	2	# times? ____

[FOR BUSINESS ASK THE FOLLOWING; FOR ALL OTHERS, CONTINUE] Did you participate in any other outdoor activities? [If Yes, CONTINUE OTHERWISE SKIP TO Q27a]

d. A boat tour for whale and seabird watching . . .	1	2	# times? ____
e. Other fishing or sightseeing boat tour	1	2	# times? ____
f. Mountain biking/Cycling	1	2	# times? ____
g. Going to an ocean beach for exploring or beach combing	1	2	# times? ____
h. Going to an ocean beach for swimming /sunbathing	1	2	# times? ____
i. Freshwater canoeing/kayaking.	1	2	# times? ____
j. Sea Kayaking	1	2	# times? ____
k. Birding	1	2	# times? ____
l. Nature observation (viewing tides, fossil hunting wildlife and plant observation)	1	2	# times? ____
m. Visit a national or provincial natural park	1	2	# times? ____

[IF RESPONDENT ANSWERED "NO" TO GOLF, ASK]

27a. Why did you not golf while in Nova Scotia? **[SELECT ALL THAT APPLY. DO NOT READ.]**

Wasn't aware of the location of golf courses in NS	01
Wasn't aware of the quality of golf courses in NS	02
Didn't bring my clubs	03
Weather	04
Price	05
No time/Didn't take the time	06
Do not golf	07

Other ____

[IF RESPONDENT ANSWERED "YES" TO GOLF, ASK]

27b. What would encourage you to golf (golf more often) in Nova Scotia **[DO NOT READ]**?

More golf courses	01
Better quality of courses	02
Lower prices	03
More information	04
Nothing	05

Other ____

28. On this trip to Nova Scotia, did you participate in any of the following activities? **[READ AND CHECK ALL THAT APPLY]**

		Yes	No	If yes
a.	Antique shops	1	2	# times? ____
b.	Craft shops or studio	1	2	# times? ____
c.	Other Shopping	1	2	# times? ____
d.	General Sightseeing	1	2	
e.	National or provincial historic sites	1	2	# times? ____
f.	Museums	1	2	# times? ____
g.	Art galleries	1	2	# times? ____
h.	Special events/festivals	1	2	# times? ____
i.	Nightclubs/lounges/pubs	1	2	# times? ____
j.	Casinos	1	2	# times? ____
k.	Guided tours (not including boat tours)	1	2	# times? ____
l.	Attend sports events	1	2	# times? ____
m.	Visit friends or family living in Nova Scotia	1	2	

[FOR BUSINESS, ASK THE FOLLOWING; FOR ALL OTHERS, CONTINUE] Did you participate in any other activities? [If Yes, CONTINUE OTHERWISE SKIP TO Q29]

n.	Live performing music/dance presentations	1	2	# times? ____
o.	Live performing theatre presentations	1	2	# times? ____
p.	Elder Hostels	1	2	
q.	Attend classes for fun and learning in areas such as dance, theatre language music or nature	1	2	# times? ____
r.	Research family history	1	2	# times? ____

29. Which of the following attractions did you visit during your stay in Nova Scotia?

		Yes	No
a.	Acadian community, site, event or festival	1	2
b.	Black cultural community, site, event or festival	1	2
c.	Aboriginal community, site, event or festival	1	2
d.	Scottish/Gaelic/Celtic community, site, event or festival	1	2
e.	Halifax Waterfront	1	2
f.	Peggy's Cove	1	2
g.	Celtic Colours	1	2
h.	Events of Tall Ships 2000	1	2
i.	Pier 21	1	2
j.	Tattoo	1	2

30.a. Overall, what did you like MOST about your visit to Nova Scotia? **[DO NOT PROMPT. ONE RESPONSE ONLY]**

General scenery/sightseeing	01			
Coastal scenery	02			
Opportunity to visit friends/relatives	03			
A specific festival/event/	04	***Specify*** ____________		
A specific attraction/museum	05	***Specify*** ____________		
Quality of the service	06			
Quality of the accommodations	07			
A specific area or location of Nova Scotia	08	***Specify:***	Cabot Trail	1
			Cape Breton	2
			Bay of Fundy	3
			Halifax	4
			Other _______	
Diversity of cultures	09			
Nature viewing (tides, fossils, wildlife, plants)	10			
Cultural	11			
Exchange rate with American dollar	12			
Tall Ships 2000	13			
Golf	14			
Casino	15			
Honeymoon/Second Honeymoon/Anniversary	16			
Mountain biking/Cycling	17			
Freshwater canoeing/kayaking	18			
Sea Kayaking	19			
Boat tour for whale/seabird watching	20			
Fishing/sightseeing boat tour	21			
Going to an ocean beach to explore/beachcomb	22			
Going to an ocean beach for swimming/sunbathing	23			
Wilderness hiking	24			
Leisurely walking or hiking	25			
Birding	26			
Visit national/provincial natural park	27			
Antique shops	28			
Craft shops or studio	29			
Museums	30			
National/provincial historic site	31			
Live performing music or dance	32			
Nightclub, lounge, pub	33			
Guided tour (not including boat tour)	34			
Art gallery	35			
Shopping	36			
Attend sport event	37			
Elderhostel	38			
Learning vacation	39			
Researching Family history/genealogy	40			
Friendliness of the people	41			
Quality of the cultural events	42			
Opportunity to learn about/enjoy history	43			

(Continued)

Opportunity to enjoy the outdoors	44	
Cleanliness/untouched/unspoiled	45	
Not Crowded	46	
Good weather	47	
Sense of security/safety	48	
Lobster	49	
Other food	50	specify ________
Other ______________________________		

30b. Is there anything else you liked about Nova Scotia? **[DO NOT PROMPT. MULTIPLE RESPONSES PERMITTED]**

General scenery/sightseeing	01	
Coastal scenery	02	
Opportunity to visit friends/relatives	03	
A specific festival/event/	04	***Specify*** __________
A specific attraction/museum	05	***Specify*** __________
Quality of the service	06	
Quality of the accommodations	07	
A specific area or location of Nova Scotia	08	***Specify:*** Cabot Trail 1 Cape Breton 2 Bay of Fundy 3 Halifax 4 Other ______
Diversity of cultures	09	
Nature viewing (tides, fossils, wildlife, plants)	10	
Cultural	11	
Exchange rate with American dollar	12	
Tall Ships 2000	13	
Golf	14	
Casino	15	
Honeymoon/Second Honeymoon/Anniversary	16	
Mountain biking/Cycling	17	
Freshwater canoeing/kayaking	18	
Sea Kayaking	19	
Boat tour for whale/seabird watching	20	
Fishing/sightseeing boat tour	21	
Going to an ocean beach to explore/beachcomb	22	
Going to an ocean beach for swimming/sunbathing	23	
Wilderness hiking	24	
Leisurely walking or hiking	25	
Birding	26	
Visit national/provincial natural park	27	
Antique shops	28	
Craft shops or studio	29	
Museums	30	
National/provincial historic site	31	
Live performing music or dance	32	
Nightclub, lounge, pub	33	
Guided tour (not including boat tour)	34	
Art gallery	35	

(Continued)

Shopping	36	
Attend sport event	37	
Elderhostel	38	
Learning vacation	39	
Researching Family history/genealogy	40	
Friendliness of the people	41	
Quality of the cultural events	42	
Opportunity to learn about/enjoy history	43	
Opportunity to enjoy the outdoors	44	
Cleanliness/untouched/unspoiled	45	
Not Crowded	46	
Good weather	47	
Sense of security/safety	48	
Lobster	49	
Other food	50	specify __________
Other (specify) ______________________________		
None	52	

31a Where is Nova Scotia's greatest need for improvement? **[DO NOT PROMPT. ONE RESPONSE ONLY]**

Reduce taxes	01
Reduce price of gas	02
Reduce price of accommodation/food	03
Reduce prices overall	04
Improve roads/highways	05
Improve quality of service	06
Improve quality of accommodations	07
More accommodation required	08
More road signs	09
Signs should be easier to read/follow	10
People need to be friendlier/more courteous	11
Nothing	12
Other ____	

31b. Is there anything else Nova Scotia could improve? **[DO NOT PROMPT. MULTIPLE RESPONSES PERMITTED]**

Reduce taxes	01
Reduce price of gas	02
Reduce price of accommodation/food	03
Reduce prices overall	04
Improve roads/highways	05
Improve quality of service	06
Improve quality of accommodations	07
More accommodation required	08
More road signs	09
Signs should be easier to read/follow	10
People need to be friendlier/more courteous	11
Nothing	12
Other __________________________________	

32a. Prior to your visit to Nova Scotia, did you or did anyone in your party read or hear advertising promoting NS as a vacation destination in 2000?

Yes	1	
No	2	GO TO Q33

32b. Do you recall where you saw or heard this advertising? **[DO NOT PROMPT. CHECK ALL THAT APPLY]**

TV advertising	01
TV show	02
Magazine article	03
Newspaper	04
Radio	05
Direct Mail	06
Internet/Worldwide Web	07
Travel show	08
Other ______________________________	

33. Before arriving in Nova Scotia, did you or anyone in your party . . .

		Yes	No
a.	Call a 1-800 number to request information	1	2
b.	Contact a travel agent to request information or book a package tour	1	2
c.	Use the Internet to find information about Nova Scotia	1	2
d.	Request information through a Nova Scotia website	1	2
e.	Book package tours over the Internet	1	2
f.	Attend a travel show	1	2

34. Did you or anyone in your party visit a Visitor Information Centre or Tourist Bureau to get information about Nova Scotia. **[READ AND CHECK ALL THAT APPLY]**

		Yes	No	
a.	Before arriving in Nova Scotia	1	2	
b.	When you first entered Nova Scotia	1	2	
c.	While travelling throughout the province	1	2	____ # times

IF YES TO Q34a OR Q34b OR Q34c, CONTINUE. OTHERWISE GO TO Q37

35. While at the Visitor Information Centres, did you . . . . . .

	Yes	No
Consult with a staff member	1	2
Obtain printed literature	1	2
Other (specify) ______________________		

36. As a result of your visit(s) to the Visitor Information Centres, did you . . .. .

		Yes	No	
a.	Extend your stay in the province	1	2	______ # nights
b.	Learn about an event, activity or area of the province that you didn't know about before	1	2	
c.	Take part in an activity or event that you wouldn't have otherwise	1	2	
d.	Visit a part of the province that you wouldn't have visited otherwise	1	2	

37. During your visit to Nova Scotia, did you or anyone in your party obtain information from a "point of sale" kiosk (SHOW PICTURE) that was not in a Visitor Information Centre or a tourist bureau?

Yes	1
No	2
Don't know/Not sure	8

38a. Did you or anyone in your party receive a copy of the 2000 Travel Guide?

Yes	1	
No	2	**GO TO Q39a**

38b. Did you receive the travel guide before leaving home on this trip?

Yes	1
No	2

39a. When travelling in Nova Scotia, what language do you most prefer to be served in?

English	1	GO TO Q40
French	2	
German	3	GO TO Q40
Other ____________		GO TO Q40

39b. During your vacation to Nova Scotia, did you notice any programs designed to provide services specifically to French speaking visitors?

Yes	1	
No	2	GO TO Q39d

39c. Can you recall the name of the program?

Ici, on Parle Francais	1
Can't recall	2
Other (specify) ________________________________	

39d. "Ici, on Parle Francais" is a program designed to meet the needs of French speaking visitors by highlighting to visitors those tourism operators and attractions that provide services in French. While in Nova Scotia, did you visit a restaurant, accommodation, attraction, VIC or other location where the "Ici on Parle Francais" service was offered?

Yes	1	
No	2	GO TO Q40

39e. Overall, how satisfied were you with the "Ici on Parle Francais" service offered at the locations you visited? Were you ...

Completely satisfied	1
Satisfied	2
Neither satisfied/dissatisfied (VOL)	3
Dissatisfied	4
Completely dissatisfied	5

The last few questions are just to help us analyze the data

40. Please indicate which of the following best describes the highest level of education attained within your household.

HAVE RESPONDENT POINT TO CATEGORY ON CARD

High school incomplete	1
High school complete	2
Some technical school/college	3
Technical school/college complete	4
Some university	5
University complete	6
Refused	9

41a. Is your total annual household income (before taxes) greater than $40,000?

Yes	1	
No	2	**TERMINATE**

41b. And is it greater that $80,000?

Yes	1
No	2

Appendix B

Tabular Results (Overall)

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study

TABLE 1:

Average Number of People in Travel Party

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
1	24	16	3	45	23	30	18	53	10	24	18
2	49	50	64	43	44	45	62	33	63	45	52
3	11	14	9	7	13	11	7	9	8	14	13
4	11	14	15	4	12	11	8	5	16	10	14
5	3	4	8	0	5	2	3	0	3	5	2
6	1	1	1	0	1	0	0	0	1	2	0
7	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0
Not applicable	0	0	0	0	0	0	0	0	0	0	0
No answer	0	0	0	0	1	0	0	0	0	0	0
TOTAL PARTIES:	662940	418423	33877	210640	275100	245292	142325	117427	176780	265607	97993
Mean	2.2	2.5	2.6	1.7	2.4	2.1	2.2	1.7	2.4	2.3	2.3
Number 15+	2.0	2.1	2.2	1.6	2.0	1.9	2.0	1.5	2.2	2.0	2.1

TABLE 7:

In total, how many nights did you spend in Nova Scotia for this visit?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
1	13	18	8	4	22	7	6	23	8	8	23
2	16	20	15	8	26	8	11	19	13	13	28
3	16	19	7	11	21	11	14	23	13	16	13
4 to 5	17	17	17	19	14	19	21	18	23	16	13
6 to 10	25	17	36	38	12	35	30	13	31	30	13
11 or more	12	8	17	20	4	19	17	4	12	17	10
Don't know/No answer	1	1	1	0	1	1	1	0	0	0	0
TOTAL PARTIES:	662940	418423	33877	210640	275100	245292	142325	117427	176780	265607	97993
MEAN	6.5	5.1	8.8	8.8	3.6	8.8	8.0	4.1	5.9	7.6	7.2

TABLE 8:

What was your main reason for coming to Nova Scotia for this visit?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Visit friends/relatives as part of a general vacation	32	31	24	34	34	36	19	0	0	79	0
General pleasure/recreation	27	25	51	26	13	24	57	0	100	0	0
Visit friends/relatives for other personal reasons (include weddings, funerals, etc.)	8	9	3	7	12	8	3	0	0	21	0
Other business (selling/ purchasing/business meeting with associates or clients, etc.)	8	4	3	17	7	12	4	46	0	0	0
Personal business (medical/dental/bank)	5	7	0	1	9	2	1	27	0	0	0
Convention/conference/ association meeting	5	4	3	7	6	4	2	26	0	0	0
Just passing through to another province/state	4	6	12	0	4	5	4	0	0	0	28
Tall Ships	2	2	0	2	2	2	1	0	0	0	12
Family and other reunions	1	1	0	1	1	1	1	0	0	0	6
Visit your own cottage or vacation home	1	1	0	1	0	1	2	0	0	0	6
To catch a flight/going to the airport/picking someone up	1	1	0	0	2	0	0	0	0	0	5
Sporting event (general)	1	1	0	1	1	0	0	0	0	0	4
The Tattoo	0	0	0	1	0	0	1	0	0	0	3
Honeymoon/second honeymoon/anniversary	0	1	0	0	0	1	1	0	0	0	3
Attend a special festival/event/attraction	0	0	0	0	0	0	0	0	0	0	2
Shopping	0	0	0	0	1	0	0	0	0	0	2
Moving	0	0	0	0	1	0	0	0	0	0	2
Summersault 2000	0	0	0	0	1	0	0	0	0	0	2
Cabot Trail	0	0	0	0	0	0	0	0	0	0	1
Busker Festival	0	0	0	0	0	0	0	0	0	0	1
Motorcoach tour	0	0	0	0	0	0	1	0	0	0	1
Learning vacation/Elderhostel	0	0	0	0	0	0	1	0	0	0	1
Other	3	3	3	2	4	2	2	0	0	0	19
Don't know/No answer	1	1	0	0	1	1	1	0	0	0	1
TOTAL PARTIES:	662940	418423	33877	210640	275100	245292	142325	117427	176780	265607	97993

TABLE 9a:

Did you extend your stay in Nova Scotia for one or more nights beyond your business requirements in order to visit the local area?

	Overall	Mode of Travel			Residence			Trip Purpose
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business
Yes	22	14	1	33	15	28	35	22
No	73	80	97	64	78	69	65	73
Don't know/Not answered	5	6	1	3	7	3	0	5
TOTAL PARTIES:	117427	62070	1819	53539	60930	46043	10454	117427

TABLE 9b:

And, how by how many nights did you extend your visit?

	Overall	Mode of Travel			Residence			Trip Purpose
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business
1	35	67	0	20	61	21	25	35
2	31	25	0	34	27	33	33	31
3 to 4	25	4	0	35	11	33	32	25
5 or more	9	4	100	11	1	13	11	9
TOTAL PARTIES:	25868	8436	25	17407	9172	13022	3674	25868
MEAN	2.5	1.7	12.0	2.9	1.6	3.1	2.7	2.5

TABLE 10:

Did you bring any family members or individuals not travelling for business reasons along with you on your trip?

	Overall	Mode of Travel			Residence			Trip Purpose
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business
Yes	18	21	49	14	18	17	25	18
No	77	73	50	83	74	80	75	77
Don't know/Not answered	5	7	1	3	8	3	0	5
TOTAL PARTIES:	117427	62070	1819	53539	60930	46043	10454	117427

TABLE 11a:

What was the MAIN reason you chose Nova Scotia as a destination?

	Overall	Mode of Travel			Residence			Trip Purpose
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Pleasure
Wanted to visit Atlantic Canada	22	13	24	38	6	29	24	22
General scenery/sightseeing	17	22	28	5	14	16	20	17
Opportunity to visit friends/relatives	10	11	2	13	27	9	4	10
Never been to Nova Scotia before	10	9	21	7	0	6	17	10
To visit a specific area or location of Nova Scotia	10	13	16	2	13	11	7	10
Coastal scenery	4	5	1	6	3	6	4	4
Recommended by others	4	3	1	5	0	3	6	4
Wanted to return to Nova Scotia/Return Visit/Love NS	3	3	0	3	2	2	4	3
Tall Ships 2000	2	3	0	3	4	4	1	2
Researching Family history/genealogy	2	2	0	1	4	1	1	2
Vacation/Get away	1	2	0	0	6	0	0	1
A specific festival/event	1	2	1	1	3	1	1	1
Just passing through	1	1	0	1	0	1	1	1
Shopping	1	1	0	0	3	0	0	1
Casino	1	1	0	0	2	0	0	1
Nature viewing (tides, fossils, wildlife, plants)	1	1	0	0	0	0	1	1
Nightclub, lounge, pub	0	1	0	0	2	0	0	0
A specific attraction/museum	0	0	0	0	0	0	0	0
Visit national/provincial natural park	0	0	0	0	0	0	0	0
Other	9	7	0	14	6	10	9	9
Don't know/No answer	2	1	5	1	1	2	2	2
TOTAL PARTIES:	176780	105456	17361	53963	37108	58264	81185	176780

TABLE 11aa:

What was the MAIN reason you chose Nova Scotia as a destination?

To visit a specific area or location of Nova Scotia

	Overall	Mode of Travel			Residence			Trip Purpose
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Pleasure
Cabot Trail	33	33	27	58	22	41	34	33
Halifax	25	30	3	28	66	8	11	25
Cape Breton	20	24	6	0	2	30	23	20
Peggy's Cove	7	2	32	0	0	1	19	7
Bay of Fundy	3	3	1	0	0	2	6	3
South Shore/Yarmouth/Digby	2	2	0	0	3	1	1	2
Annapolis Royal/Valley	1	2	0	0	2	2	1	1
Louisbuorg (Fortress)	1	1	0	0	1	0	2	1
Lunenburg	1	1	0	0	0	2	1	1
Antigonish	1	1	0	0	3	0	0	1
Other	6	0	32	14	1	14	2	6
TOTAL PARTIES:	16822	13134	2796	892	4701	6349	5772	16822

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study

TABLE 11b:

Were there any other reasons?

	Overall	Mode of Travel			Residence			Trip Purpose
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Pleasure
No other reason	37	37	46	32	58	33	29	37
General scenery/sightseeing	16	19	14	11	9	14	22	16
Coastal scenery	16	20	20	9	20	14	16	16
Never been to Nova Scotia before	13	12	16	15	1	12	20	13
To visit a specific area or location of Nova Scotia	12	14	22	5	12	15	10	12
Wanted to visit Atlantic Canada	8	8	3	8	0	9	10	8
Recommended by others	5	6	3	4	1	6	7	5
Opportunity to visit friends/ relatives	5	5	2	6	8	8	2	5
National/provincial historic site	2	1	8	1	2	3	1	2
Nature viewing (tides, fossils, wildlife, plants)	2	1	1	3	1	1	2	2
Shopping	2	3	1	0	7	0	0	2
Leisurely walking or hiking	1	1	6	0	1	2	1	1
Exchange rate with American dollar	1	1	1	2	0	1	2	1
Casino	1	2	0	0	3	1	0	1
Tall Ships 2000	1	1	2	0	2	1	1	1
Food/Seafood/Lobster	1	1	6	0	0	1	2	1
Museums	1	1	7	0	0	2	0	1
Return trip/Revisiting	1	1	0	1	0	1	1	1
Learning vacation	1	1	2	0	0	1	1	1
Cool weather/Climate	1	0	0	1	0	0	1	1
Researching Family history/ genealogy	1	0	0	1	0	1	1	1
Visit national/provincial natural park	1	1	0	1	0	1	1	1
Going to an ocean beach to explore/beachcomb	1	1	1	1	1	1	0	1
Cultural	1	1	1	0	0	1	1	1
Ads in Newspapers/TV/ Magazines	1	0	0	1	0	0	1	1
Sea Kayaking	1	1	0	0	1	0	1	1
Live performing music or dance	1	1	0	0	1	1	0	1
Busker Festival	0	1	0	0	2	0	0	0
Fortress of Louisbourg	0	0	0	0	0	1	0	0
The Tattoo	0	0	0	0	0	1	0	0
A specific attraction/museum	0	0	0	0	0	0	0	0
Canada Day Celebrations	0	0	0	0	0	0	0	0
Jazz Festival	0	0	0	0	0	0	0	0
A specific festival/event	0	0	0	0	0	0	0	0
Tidal Bore	0	0	0	0	0	0	0	0
Pictou Quay	0	0	0	0	0	0	0	0
Maritime Museum	0	0	0	0	0	0	0	0
Dog Show	0	0	0	0	0	0	0	0
Other	10	9	10	12	8	11	10	10
TOTAL PARTIES:	176780	105456	17361	53963	37108	58264	81185	176780

TABLE 11b:TOTAL REASONS

What was the MAIN reason you chose Nova Scotia as a destination?

	Overall	Mode of Travel				Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
General scenery/sightseeing	34	42	41	42	16	24	30	41	43	34
Wanted to visit Atlantic Canada	30	22	21	26	47	6	38	34	32	30
Never been to Nova Scotia before	23	23	21	37	22	1	18	36	39	23
To visit a specific area or location of Nova Scotia	22	28	27	38	7	25	26	17	19	22
Coastal scenery	21	24	24	20	14	23	20	20	20	21
Opportunity to visit friends/relatives	15	14	16	4	19	36	17	5	5	15
Recommended by others	9	9	10	3	10	1	9	13	13	9
Return trip/Revisiting	4	3	4	0	4	2	3	5	5	4
Tall Ships 2000	4	4	4	2	3	6	5	1	2	4
A specific festival/event	2	3	3	1	1	6	2	1	1	2
Researching Family history/genealogy	2	2	3	0	2	4	1	2	2	2
Nature viewing (tides, fossils, wildlife, plants)	2	2	2	1	3	1	1	3	3	2
Shopping	2	3	4	1	0	9	0	0	0	2
Attend sport event	2	3	3	1	0	3	2	2	2	2
National/provincial historic site	2	2	1	8	1	2	3	1	1	2
Casino	2	2	3	0	0	6	1	0	0	2
Vacation/Get away	1	2	2	0	0	6	0	0	0	1
Leisurely walking or hiking	1	2	1	6	0	1	2	1	1	1
Exchange rate with American dollar	1	1	1	1	2	0	1	2	2	1
Food/Seafood/Lobster	1	1	1	6	0	0	1	2	2	1
Museums	1	1	1	7	0	0	2	0	1	1
Just passing through	1	1	1	0	1	0	1	1	1	1
Learning vacation	1	1	1	2	0	0	1	1	1	1
Nightclub, lounge, pub	1	1	1	0	0	3	0	0	0	1
Cool weather/Climate	1	0	0	0	1	0	0	1	2	1
Visit national/provincial natural park	1	1	1	1	1	0	1	1	1	1
Cultural	1	1	1	1	0	0	1	1	1	1
Going to an ocean beach to explore/beachcomb	1	1	1	1	1	1	1	0	0	1
A specific attraction/museum	1	1	1	0	0	0	1	1	1	1
Tidal Bore	1	0	1	0	1	0	0	1	1	1
Other	17	14	15	9	25	12	19	18	17	17
Don't know/No answer	2	2	1	5	1	1	2	2	2	2
TOTAL PARTIES:	176780	122817	105456	17361	53963	37108	58264	81185	71833	176780

TABLE 11ba:

Were there any other reasons?

To visit a specific area or location of Nova Scotia

	Overall	Mode of Travel			Residence			Trip Purpose
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Pleasure
Cabot Trail	48	44	57	58	42	57	42	48
Halifax	31	34	26	18	37	28	30	31
Cape Breton	30	27	42	30	21	29	35	30
Peggy's Cove	7	6	8	12	2	13	4	7
Bay of Fundy	6	7	3	9	0	6	10	6
Lunenburg	3	2	0	12	0	6	1	3
Annapolis Valley	1	2	0	0	0	1	2	1
South Shore	1	1	0	0	1	1	0	1
Lighthouse Route	1	1	1	0	0	1	1	1
Fortress of Louisbourg	0	1	1	0	0	0	1	0
Other	2	3	0	0	0	3	2	2
TOTAL PARTIES:	21389	14617	3858	2914	4480	8590	8318	21389

TABLE 11c:

[ONLY ASK IN JUNE, SEPT TO NOV] Why did you choose to travel to Nova Scotia at this time of year?

	Overall	Mode of Travel			Residence			Trip Purpose
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Pleasure
Avoid the crowds	35	38	44	23	23	38	41	35
Only time I had vacation	25	25	32	23	29	20	25	25
Autumn Leaves	25	18	68	29	9	32	32	25
Cooler weather	16	13	12	25	8	18	22	16
Getaway weekend	7	9	0	3	21	0	1	7
Discount rates available	5	5	4	5	2	6	7	5
Attending a wedding	1	1	1	0	1	2	0	1
Celtic Colours	1	0	0	3	0	2	1	1
Most convenient time	1	1	0	1	0	1	1	1
No particular reason	0	1	0	0	0	0	1	0
Best time to vacation/get away	0	0	0	0	0	0	1	0
Festival/attraction	0	0	0	0	0	0	0	0
Other	12	15	1	10	20	8	9	12
TOTAL PARTIES:	59275	39474	4355	15446	19006	14733	25535	59275

TABLE 12a:

[CANADA AND US RESIDENTS ONLY] What, if any influence did the exchange rate between the Canadian dollar and U.S. dollar have on your decision to vacation in Nova Scotia? Would you say the exchange rate was...

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Critically important	2	3	1	1	2	3	2	2	3	2	3
Important, but not critical	6	5	12	5	1	6	15	2	13	3	5
Not very important	6	6	9	6	3	4	17	1	13	4	6
Not at all important	83	84	78	81	91	82	64	91	67	89	85
Not applicable	1	0	0	3	1	2	0	2	1	1	0
Refused	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	2	2	0	3	2	3	1	1	2	2	0
TOTAL PARTIES:	637378	416545	33834	186999	275100	245292	116986	113324	167205	256630	95126

TABLE 12b:

[US ONLY] Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

	Overall	Mode of Travel			Residence	Trip Purpose			
		Auto-mobile	RV	Airplane	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	2	1	1	3	2	8	2	0	2
No	89	90	75	92	89	90	90	86	92
Not applicable	7	5	18	4	7	2	7	10	4
Don't know/Unsure	3	3	6	1	3	0	1	5	3
TOTAL PARTIES:	116986	63831	14730	38425	116986	6351	71833	21817	15913

TABLE 12b_1:

By how many nights: [US ONLY] Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

	Overall	Mode of Travel			Residence	Trip Purpose			
		Auto-mobile	RV	Airplane	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
1	33	40	25	28	33	38	18	100	84
2	21	29	25	14	21	29	23	0	0
3	18	22	50	12	18	0	30	0	0
5 or more	20	9	0	32	20	33	16	0	16
Don't know/Unsure	7	0	0	14	7	0	12	0	0
TOTAL PARTIES:	2034	881	105	1048	2034	511	1239	37	247
MEAN	2.4	1.9	2.3	2.9	2.4	2.6	2.7	1.0	1.0

TABLE 13:

Which of the following best describes your travel party? Are you travelling...

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
By yourself	24	16	3	44	23	30	18	53	9	24	17
As a couple	39	40	58	35	34	36	54	19	57	35	44
As a family	26	32	35	12	30	26	17	14	20	34	29
As two or more friends	6	7	0	6	7	6	7	7	8	5	7
As a couple with friends	2	2	4	1	2	1	3	0	4	1	3
Business associates/partners	0	0	0	0	1	0	0	2	0	0	0
Family members	0	0	0	0	0	0	0	0	0	0	0
Two couples	1	1	0	0	1	0	1	0	1	1	0
Co-workers/collegues	0	0	0	0	1	0	0	2	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	1
Don't know/Unsure	0	0	0	1	1	0	0	1	0	0	0
TOTAL PARTIES:	662940	418423	33877	210640	275100	245292	142325	117427	176780	265607	97993

TABLE 14:

Including yourself, how many in this party are:

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
14 & under	.29	.37	.42	.11	.38	.26	.15	.13	.23	.41	.25
15 to 19	.08	.10	.08	.06	.11	.07	.06	.04	.06	.12	.09
20 to 24	.08	.10	.01	.06	.13	.05	.04	.04	.07	.09	.13
25 to 34	.27	.31	.06	.23	.35	.27	.14	.30	.20	.32	.26
35 to 44	.39	.41	.29	.37	.43	.42	.27	.43	.35	.40	.40
45 to 54	.49	.52	.56	.41	.51	.48	.46	.49	.55	.42	.53
55 to 64	.36	.38	.71	.26	.28	.33	.55	.17	.55	.31	.36
65 to 74	.24	.25	.45	.20	.18	.21	.43	.04	.35	.27	.23
75 & over	.06	.06	.06	.04	.06	.04	.09	.02	.05	.06	.10
Don't know/Unsure	2	3	0	1	4	1	1	2	1	2	2
TOTAL PARTIES:	662940	418423	33877	210640	275100	245292	142325	117427	176780	265607	97993

TABLE 14:

[PERCENT] Including yourself, how many in this party are:

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
14 and under	17	21	23	7	21	16	10	9	13	22	16
15 to 19	6	7	7	5	8	6	5	3	5	9	7
20 to 24	6	7	1	5	9	4	3	4	5	7	8
25 to 34	19	21	4	17	23	19	10	23	13	22	17
35 to 44	28	28	18	28	29	31	18	37	22	28	26
45 to 54	32	33	35	29	33	32	30	37	34	28	34
55 to 64	22	22	36	18	17	20	32	12	31	20	20
65 to 74	15	15	26	13	10	14	25	3	19	17	14
75 and over	4	4	3	3	4	3	6	1	4	5	7
TOTAL PARTIES:	653425	410566	33710	209149	269180	243578	140444	116393	175835	263074	97760

TABLE 15a:

Were any of your Nova Scotia trip expenses pre-paid to a travel agent or a travel company before arriving in Nova Scotia?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	8	2	1	20	2	9	16	10	13	4	5
No	91	96	99	79	95	90	83	89	86	94	94
Don't know/Unsure	2	2	0	1	3	1	1	1	1	1	1
TOTAL PARTIES:	662940	418423	33877	210640	275100	245292	142325	117427	176780	265607	97993

TABLE 15b:

What was the total amount paid to the travel agent or company?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
$0 to $500	25	15	8	27	38	33	14	34	13	37	27
$501 to $1,000	14	20	0	12	19	14	12	14	12	16	13
$1,001 to $1,500	14	23	0	12	13	14	14	17	13	17	4
$1,501 to $4,000	27	29	17	27	15	23	34	20	34	13	46
$4,001 or more	11	8	75	11	12	2	20	1	20	7	3
Don't know/Unsure	9	4	0	11	3	14	6	12	8	10	7
TOTAL PARTIES:	50916	9194	314	41407	5400	22457	23059	11481	22365	11887	5183
MEAN	1,862.1	1,663.3	5,096.8	1,882.0	1,481.9	1,110.3	2,618.9	1,136.2	2,706.2	1,069.3	1,524.7

TABLE 15c:

Is that including or excluding taxes?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Including	76	74	100	76	55	71	86	62	81	79	77
Excluding	4	3	0	4	12	2	3	6	2	5	3
Not sure	12	19	0	11	24	16	6	27	11	6	0
Don't know/Unsure	8	3	0	9	9	11	5	6	6	10	20
TOTAL PARTIES:	50916	9194	314	41407	5400	22457	23059	11481	22365	11887	5183

TABLE 15d:

[IF AMERICAN] And, is that in Canadian or American dollars? [IF OTHER COUNTRY] And, in what currency is that?

	Overall	Mode of Travel			Residence	Trip Purpose			
		Auto-mobile	RV	Airplane	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Canadian $	46	7	33	59	46	72	36	74	39
American $	36	89	67	17	36	14	44	9	45
German marks	2	1	0	3	2	0	3	3	0
British pounds	6	3	0	8	6	14	7	5	0
Other	5	0	0	7	5	0	7	0	5
Don't know/Unsure	5	1	0	7	5	0	3	9	11
TOTAL PARTIES:	23059	5764	314	16981	23059	1060	14443	4829	2726

TABLE 15e:

Did the $______ [REFER TO Q15b] cover expenses for travel in other areas besides Nova Scotia?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Nova Scotia only	60	63	42	59	35	68	57	71	47	72	62
Other destinations	27	30	58	25	30	20	33	20	42	6	22
Don't know/Unsure	14	6	0	15	35	12	10	9	11	22	16
TOTAL PARTIES:	50916	9194	314	41407	5400	22457	23059	11481	22365	11887	5183

TABLE 15f:

How many nights in other destinations were covered by the package?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
None	21	18	0	22	0	47	11	21	17	43	39
1 to 2	9	11	0	9	7	6	12	12	9	0	11
3 to 4	19	6	0	22	0	19	23	35	18	0	0
5 to 6	6	5	29	6	0	1	10	0	6	39	0
7 or more	39	60	71	33	93	22	38	31	46	0	26
Don't know/Unsure	6	0	0	7	0	6	7	0	4	18	24
TOTAL PARTIES:	13533	2798	183	10551	1620	4381	7533	2268	9417	697	1151
MEAN	7.0	12.6	13.3	5.2	18.3	2.5	6.9	3.5	8.4	2.7	3.5

TABLE 15g:

What was included in your travel package?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Transporation to/from Nova Scotia(Air/bus/ferry fares)	67	83	92	64	77	59	73	80	78	45	45
Overnight accommodations	48	74	75	41	37	34	63	58	66	6	40
Private transportation while in Nova Scotia (e.g. rental car	25	18	25	26	14	29	23	33	28	15	15
Meals and beverage in restaurants	16	15	75	15	17	12	19	21	19	1	22
Public transporation while in Nova Scotia (including motorco	14	4	25	16	2	7	23	6	19	8	24
Entry fees for tours/attractions/ golf/etc.	11	5	92	12	2	5	20	7	17	4	13
Other	1	1	0	1	0	0	1	0	1	0	0
Nothing/Don't know	25	7	0	29	21	35	16	12	16	51	34
TOTAL PARTIES:	50916	9194	314	41407	5400	22457	23059	11481	22365	11887	5183

TABLE 15h:

How many nights in Nova Scotia were covered by the travel package?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
None	14	2	22	18	0	16	14	14	12	17	27
1 to 2	25	45	0	17	29	23	25	34	23	23	9
3 to 4	26	19	0	29	17	38	20	41	20	0	25
5 to 6	15	15	33	15	0	7	22	12	15	23	26
7 or more	20	19	44	20	55	16	17	0	29	37	14
Don't know/Unsure	1	0	0	1	0	0	1	0	1	0	0
TOTAL PARTIES:	24197	6846	236	17115	2021	7701	14476	6706	14705	731	2055
MEAN	4.2	4.2	5.4	4.2	6.7	4.0	3.9	2.6	4.6	4.6	6.2

TABLE 16a:

While in Nova Scotia, approximately how much did your party spend on the following items not covered in your inclusive package? Please include all credit card, cheque and cash purchases, and taxes.

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Fixed roof accommodations	234.11	101.47	.00	266.16	97.20	243.52	257.60	220.65	230.04	144.19	481.58
Campground fees	7.60	2.62	13.33	8.67	5.03	.66	15.01	5.06	8.40	9.64	5.22
Restaurants	300.74	299.42	125.00	302.38	248.98	293.16	320.48	175.43	375.68	281.67	299.98
Ferry & Air Fares	179.86	45.08	.00	209.58	125.50	101.45	265.84	123.20	186.93	208.35	208.01
Auto - Repairs/Gas/Oil	45.43	54.90	312.50	41.23	52.54	26.21	62.59	21.05	53.42	46.34	63.51
Taxi/Car Rental	86.57	.62	.00	106.88	78.91	108.20	67.65	90.24	55.26	121.74	133.05
Groceries & Liquor	56.59	18.44	203.92	64.06	18.85	54.22	67.92	18.16	47.17	107.62	67.59
N.S. Hand Crafted Products	49.35	42.41	322.92	48.81	43.29	34.35	65.52	20.36	61.97	52.66	52.63
Clothing Purchases	67.14	29.85	137.50	75.02	129.72	49.91	69.13	43.37	55.66	120.14	50.02
Other Shopping	60.63	44.53	69.17	64.18	113.39	66.44	42.44	119.20	53.94	27.76	32.88
Recreation & Entertainment	57.72	20.26	10.83	66.54	25.67	57.39	65.70	39.83	47.31	42.75	175.07
Total Expenditure($)	1,148.96	655.56	1,195.17	1,258.16	919.90	1,043.41	1,305.39	908.06	1,180.29	1,139.33	1,569.53
Total Expenditure($)Air/Ferry($)	995.68	650.17	1,195.17	1,066.65	914.68	950.49	1,055.34	795.16	1,030.87	959.24	1,361.52
Other	25.24	.00	.00	31.29	.00	25.18	30.97	47.76	31.88	2.20	.00
TOTAL PARTIES:	50916	9194	314	41407	5400	22457	23059	11481	22365	11887	5183

TABLE 16b:

While in Nova Scotia, approximately how much did your party spend on the following? Please include all credit card, cheque and cash purchases, and taxes.

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Fixed roof accommodations	214.89	168.22	26.11	364.31	99.32	266.65	373.70	298.07	406.99	80.06	162.08
Campground fees	14.29	6.20	151.34	6.12	3.42	15.51	36.24	6.40	29.01	3.98	26.66
Restaurants	221.91	187.12	178.91	313.27	100.62	330.33	288.45	323.26	299.70	156.35	148.29
Ferry & Air Fares	254.27	81.51	97.98	700.51	70.75	339.26	505.81	305.38	284.63	236.69	197.38
Auto - Repairs/Gas/Oil	81.25	86.53	211.72	42.49	66.10	86.76	104.74	47.72	113.64	70.93	93.92
Taxi/Car Rental	58.03	3.91	8.25	197.87	4.83	94.03	108.41	54.19	105.08	40.07	34.13
Groceries & Liquor	52.10	36.64	137.96	71.77	25.36	70.51	77.53	18.54	55.06	61.73	59.11
N.S. Hand Crafted Products	37.31	24.86	50.27	64.37	8.79	57.66	62.64	27.64	66.76	30.17	19.55
Clothing Purchases	50.48	41.21	30.64	76.54	45.86	56.28	49.95	27.55	54.34	61.02	41.91
Other Shopping	35.18	33.92	31.86	38.84	27.96	42.05	38.36	27.24	32.70	37.90	41.31
Recreation & Entertainment	38.68	28.21	41.05	63.20	20.98	53.77	49.92	24.06	61.22	34.04	30.68
Total Expenditure($)	1,060.02	698.37	992.20	1,937.20	475.97	1,416.93	1,692.81	1,163.49	1,509.98	815.88	851.59
Total Expenditure($) Air/Ferry($)	805.73	616.99	894.46	1,240.96	404.83	1,078.31	1,188.46	857.97	1,226.36	579.19	654.21
Other	4.72	2.74	27.25	5.02	3.98	6.52	2.96	12.57	2.42	4.12	1.11
TOTAL PARTIES:	612024	409228	33563	169233	269700	222835	119266	105946	154415	253720	92811

TABLE 16:

While in Nova Scotia, approximately how much did your party spend on the following? Please include all credit card, cheque and cash purchases, and taxes. EXPENDITURE REALLOCATION

	Overall	Mode of Travel				Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Fixed roof accommodations	270	169	179	48	487	111	301	521	449	328	513	101	218
Campground fees	14	17	6	150	7	3	14	33	36	6	26	4	26
Restaurants	285	202	202	201	459	116	365	467	380	347	444	181	196
Ferry & Air Fares	293	94	94	99	717	78	356	594	432	342	367	253	215
Auto - Repairs/Gas/Oil	78	96	86	213	42	66	81	96	99	45	106	70	92
Taxi/Car Rental	68	6	5	9	203	8	102	126	98	61	120	48	41
Groceries & Liquor	52	44	36	139	70	25	69	76	63	19	54	64	60
N.S. Hand Crafted Products	38	27	25	53	61	9	56	63	63	27	66	31	21
Clothing Purchases	52	40	41	32	76	48	56	53	38	29	55	64	42
Other Shopping	37	34	34	32	44	30	44	39	35	36	35	37	41
Recreation & Entertainment	50	31	30	45	89	23	61	83	67	32	83	38	45
Total Expenditure($)	1,216	745	721	1,045	2,227	504	1,494	2,114	1,733	1,266	1,839	879	982
Total Expenditure($) Exc Air/Ferry($)	944	662	639	948	1,547	430	1,155	1,562	1,334	939	1,496	640	778
Other	6	5	3	27	10	4	8	8	8	16	6	4	1
TOTAL PARTIES:	662940	452300	418423	33877	210640	275100	245292	142325	116986	117427	176780	265607	97993

TABLE 17:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

	Overall	Mode of Travel				Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Hotel	3.01	2.41	2.39	3.93	3.57	2.18	3.35	3.33	3.12	3.14	3.21	2.69	2.43
Motel	2.64	2.53	2.57	1.48	2.93	2.23	2.80	2.87	2.87	2.99	3.03	2.45	1.86
Bed & Breakfast	3.36	3.54	3.55	1.76	3.21	3.49	3.39	3.30	3.10	3.22	3.78	2.25	3.24
Country Inn	2.24	2.00	1.96	5.73	2.40	1.63	1.96	2.66	2.63	1.97	2.27	2.58	1.84
Resort	2.53	2.45	2.45	2.13	2.64	2.19	2.67	2.66	2.53	2.15	2.67	2.43	3.39
Hunting and/or fishing lodge	2.39	3.33	3.33	.	1.86	2.00	2.82	2.26	2.20	.	1.94	2.71	3.36
Commercial cottage or cabin	4.95	4.87	4.90	1.67	5.24	3.19	4.87	6.42	4.30	5.46	3.65	7.24	4.35
Private cottage or vacation home	16.58	17.67	19.51	2.18	14.90	3.74	21.01	18.94	15.06	1.52	8.59	10.64	31.01
Home of friends or relatives	6.90	5.56	5.43	9.03	9.90	3.99	10.23	9.27	7.98	3.53	6.44	7.46	5.90
National or provincial park campground	8.13	8.35	3.40	14.66	6.45	2.64	4.81	16.06	18.44	5.95	4.08	4.72	25.41
Privately operated campgrounds/trailer parks	4.96	4.95	4.35	5.41	5.23	3.72	5.04	5.38	5.17	2.34	5.86	4.97	2.86
Total Nights	6.46	5.37	5.07	8.98	8.70	3.57	8.80	7.80	7.01	4.13	6.03	7.00	6.99
Other	8.43	4.66	4.76	2.18	11.98	2.37	11.11	10.28	12.18	11.39	5.31	8.55	7.97
TOTAL PARTIES:	662940	452300	418423	33877	210640	275100	245292	142325	116986	117427	176780	265607	97993

TABLE 17:

[PERCENT] While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

	Overall	Mode of Travel				Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Hotel	32	23	25	3	50	23	36	42	41	62	45	12	27
Motel	19	20	21	8	16	15	18	29	30	15	31	9	28
Bed & Breakfast	10	7	7	0	16	2	13	18	19	3	21	5	9
Country Inn	4	2	3	0	8	1	5	9	10	2	10	2	3
Resort	2	2	2	0	3	1	2	4	4	3	4	1	1
Hunting and/or fishing lodge	1	0	0	0	1	0	0	1	1	0	1	0	1
Commercial cottage or cabin	2	2	2	0	1	1	2	2	2	0	3	1	2
Private cottage or vacation home	2	2	2	3	3	1	3	4	3	1	2	2	5
Home of friends and relatives	46	48	50	21	44	59	47	21	19	21	16	84	32
National or provincial park campground	3	4	3	26	1	1	5	5	5	1	6	2	4
Privately operated campground/trailer parks	5	7	3	54	1	2	6	10	11	1	12	1	8
Other	4	3	3	1	6	2	4	4	3	6	3	1	8
TOTAL PARTIES:	638499	429319	396459	32860	209180	258796	241055	138423	113273	113828	171706	256292	95110

TABLE 18a:

[IF CAMPGROUND MENTIONED IN Q17j OR Q17k.] What type of camping equipment or shelter did you use?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Tent	31	62	0	45	73	26	18	21	30	24	39
Tent trailer	5	5	6	0	10	7	1	0	3	13	4
Travel trailer/5th wheel/Motorhome/RV	44	10	79	10	5	47	57	46	51	34	31
Truck camper or van	11	11	11	7	2	9	18	0	9	9	20
Camping cabin	3	1	4	5	0	1	6	0	4	0	2
Other	1	0	0	9	0	2	0	0	0	0	4
Don't know/Did not answer	7	11	1	23	11	9	2	33	3	20	0
TOTAL PARTIES:	47347	20481	23204	3662	7693	22576	17078	2038	26710	8681	9710

TABLE 18b:

[IF NATIONAL/PROVINCIAL CAMPGROUND MENTIONED (Q17j) AND TENT IN Q18a] Of the nights you spent camping in national or provincial parks, how many were at unserviced wilderness campsites that were reached by backpacking?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
None	74	83	100	20	61	81	75	0	80	72	75
1 to 2	3	4	0	0	5	1	4	0	4	0	3
3 to 4	2	2	0	0	0	1	4	0	3	0	0
5 to 6	5	6	0	0	17	0	0	0	0	0	22
7 or more	4	0	0	28	0	8	0	0	7	0	0
Don't know/Unsure	13	6	0	52	17	8	17	100	6	28	0
TOTAL PARTIES:	8395	7153	19	1223	2497	4131	1768	427	4705	1231	1972
MEAN	.78	.44	.00	4.61	1.15	.80	.20	.	.78	.00	1.14

TABLE 19a:

Did you use a rating system to help you choose accommodation in Nova Scotia?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	21	20	17	22	10	21	33	10	33	16	16
No	68	68	59	70	76	69	57	81	57	69	76
Not applicable	3	3	1	5	3	5	3	4	3	4	3
Refused	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	1	1	3	1	2	1	1	2	1	1	0
Did not answer	7	8	20	1	10	5	6	3	6	10	5
TOTAL PARTIES:	384841	225040	27484	132317	123666	152447	108505	92675	147985	70988	68120

TABLE 19b:

What system did you use?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Canada Select	15	24	2	5	7	10	23	8	19	8	11
AAA/CAA	34	40	10	30	20	40	34	13	38	43	28
Star system(unspecified)	30	23	4	45	27	34	27	36	29	29	31
Doers & Dreamers Guide/2000 Guide	13	5	0	26	8	19	9	0	15	17	7
Closest to the ferry terminal	1	2	0	0	7	0	0	1	0	3	4
Trailer Life	1	0	23	0	0	0	3	0	2	0	0
Travel agency/Check In	3	1	19	4	0	4	3	0	3	1	6
Other	11	11	42	8	24	7	11	39	8	6	11
Don't know/Unsure	3	3	2	2	8	3	1	4	1	2	10
TOTAL PARTIES:	79369	45075	4619	29676	11832	31505	36033	8880	48104	11391	10918

TABLE 19c:

Overall, would you say that your accommodations were...

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
About the same as the rating system had led you to expect	68	69	55	66	73	62	70	79	68	59	66
Better than you had expected from the rating system	22	24	23	19	21	21	22	9	22	22	32
Worse than you had expected from the rating system	7	5	22	10	2	15	2	8	7	15	1
Don't know/Unsure	4	3	0	5	4	1	5	4	4	4	1
TOTAL PARTIES:	35561	20564	297	14700	4013	13585	17964	3864	22905	4223	4569

TABLE 20a:

For how many nights had you made reservations before arriving in Nova Scotia?

	Overall	Mode of Travel				Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	37	43	41	59	25	30	41	39	39	19	39	51	44
1 to 2	23	25	27	11	18	37	17	15	16	30	18	20	27
3 to 4	15	12	12	7	22	16	16	14	13	27	14	8	11
5 to 6	8	5	5	4	13	3	9	11	11	9	9	2	6
7 or more	7	5	4	14	11	1	8	13	13	6	11	5	5
Don't know/Unsure	10	10	11	4	10	13	9	9	9	9	9	14	6
TOTAL PARTIES:	384841	252524	225040	27484	132317	123666	152447	108505	91311	92675	147985	70988	68120
MEAN	3.77	3.23	3.02	5.49	4.52	2.33	4.24	4.93	4.74	3.39	4.47	3.30	3.24

TABLE 20b:

How did you make your reservations?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Called directly to the property	58	61	80	51	61	56	57	58	62	52	60
Via the Internet	8	5	8	11	2	9	12	4	12	7	5
Check In Nova Scotia	7	6	0	8	4	7	9	1	11	6	10
Travel agent/agency	5	1	0	12	1	7	8	9	4	3	2
Family/Friends made arrangements	2	1	0	2	2	2	1	0	1	2	5
Business/company made reservations	2	0	0	4	1	2	1	5	0	1	0
Conference/Convention	1	0	0	2	0	1	1	2	0	0	0
Parks Canada reservation system	1	1	0	0	1	1	0	0	1	0	0
Used Doers & Dreamers Guide	0	0	0	1	0	1	1	0	0	2	0
AAA/CAA	0	0	0	0	0	0	0	0	0	0	0
Other	4	4	0	4	5	2	4	5	2	1	7
Don't know/Did not answer	19	23	11	14	23	17	14	16	16	28	14
TOTAL PARTIES:	242749	132068	11240	99440	86185	90171	66170	74868	91002	34613	38039

TABLE 20c:

Did you experience any problems making your reservations?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	8	8	25	4	9	7	6	6	9	8	7
No	74	69	64	81	67	76	81	76	77	63	78
Don't know/Unsure	19	22	11	14	24	17	13	18	14	28	15
TOTAL PARTIES:	242749	132068	11240	99440	86185	90171	66170	74868	91002	34613	38039

TABLE 20d:

What types of problems did you experience?

	Overall	Mode of Travel				Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Could not get into the accommodation you wanted	49	51	55	35	42	63	39	38	39	50	55	63	11
Could not reserve the nights you wanted	20	22	18	34	17	10	33	22	22	10	11	36	51
Unknowledgeable staff	12	16	20	0	0	27	0	2	2	36	6	0	0
Inefficient/rude staff	11	14	18	0	0	21	5	0	0	36	0	0	12
Reservations were wrong when I arrived	7	9	11	2	0	12	1	7	7	20	4	0	0
Hotel (motel/B&B) wasn't what I expected	6	8	11	0	0	11	5	1	1	18	0	10	0
Other	24	26	24	31	21	27	16	33	31	43	17	0	41
Don't know/No answer	6	0	0	0	25	0	13	8	8	0	12	5	0
TOTAL PARTIES:	18305	13871	11045	2827	4434	7831	6609	3866	3741	4597	8213	2893	2603

TABLE 20e:

Were you able to...

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Find comparable or better quality accommodation in the same	54	71	4	39	71	42	32	90	37	73	17
Find lower quality accommodation in the same area	26	12	48	49	11	33	46	10	40	27	4
Go outside the area to find accommodation	11	15	1	7	16	3	15	0	21	0	13
Not applicable	1	2	0	0	1	1	0	0	2	0	0
Other	9	0	47	5	0	20	6	0	0	0	66
TOTAL PARTIES:	11526	7250	1898	2378	5166	4392	1968	2506	5046	2441	1532

TABLE 21a:

Did you experience any difficulties finding accommodations while in Nova Scotia?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	8	11	6	4	11	6	8	7	9	4	13
No	57	64	68	43	59	56	57	56	57	56	58
Don't know/Unsure	35	26	26	53	29	37	36	38	34	40	28
TOTAL PARTIES:	229091	131661	20485	76945	58814	102227	68049	36497	94251	54930	42527

TABLE 21b:

Were you able to find accommodations in the area you wanted or did you have to go outside the area?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Same area	52	57	98	10	57	47	50	60	44	35	64
Went outside the area	42	39	0	73	43	43	41	30	45	65	36
Other	4	4	2	10	0	5	9	0	10	0	0
Don't know/Unsure	2	0	0	8	0	5	0	10	1	0	0
TOTAL PARTIES:	18376	14095	1191	3090	6542	6478	5357	2437	8051	2186	5702

TABLE 24a:

Gender

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Male	47	48	55	41	48	48	44	64	47	41	48
Female	47	47	41	51	46	47	50	32	46	55	49
Missing	6	5	4	7	6	4	6	4	7	4	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 24b:

Age

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
15 -19 years	2	1	1	3	2	2	1	1	1	3	2
20 - 24 years	4	5	0	3	6	3	2	2	3	5	5
25 - 34 years	14	15	3	14	17	15	7	19	8	17	14
35 - 44 years	21	21	17	23	22	25	13	31	17	21	19
45 - 54 years	24	25	25	24	25	25	22	30	27	20	26
55 - 64 years	17	16	31	15	13	16	26	10	23	18	18
65 - 74 years	10	10	16	9	7	9	18	2	13	12	10
75 years and over	2	2	3	2	2	2	4	0	2	2	3
Don't know/Did not answer	5	5	4	6	6	4	6	4	7	4	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 25a:

Apart from this trip, have you visited Nova Scotia before?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	73	80	58	58	91	72	39	85	45	86	82
No	21	15	38	33	3	23	54	10	47	10	16
Don't know/Did not answer	6	5	4	9	6	5	8	4	8	5	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 25b:

[AMONG THOSE WHO HAVE VISITED NOVA SCOTIA] In what year was your most recent visit?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Before 1990	7	6	14	8	1	14	16	4	18	4	7
1990 to 1992	2	2	6	3	1	4	5	0	5	2	3
1993 to 1995	4	3	1	7	2	6	6	3	5	4	3
1996 to 1998	17	13	38	25	9	25	26	10	22	18	17
1999	29	29	21	29	28	29	31	18	22	35	31
2000	41	46	20	27	60	20	15	65	25	38	38
Don't know/Did not answer	1	1	0	1	0	2	1	0	2	0	1
TOTAL VISITORS 15+	1041658	778855	53822	208982	567776	355853	118029	202031	173434	483411	180147

TABLE 26a:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

HIKING IN REMOTE WILDERNESS AREAS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	87	87	87	87	88	89	82	93	82	88	90
1	4	3	4	5	2	4	6	1	6	4	2
2	2	1	3	3	0	3	3	0	3	1	1
3	0	0	0	1	0	1	1	0	1	0	0
4 or more	1	1	3	2	0	1	3	0	2	1	2
Don't know/Did not answer	6	8	3	2	9	3	5	5	6	5	4
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.3	.1	2.5	.3	.0	.2	1.1	.1	.3	.1	1.2

TABLE 26b:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

LEISURELY WALKING OR HIKING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	40	47	30	23	55	33	22	62	24	39	48
1	16	15	29	16	16	16	15	13	14	18	17
2	9	9	3	12	8	9	12	6	12	8	10
3	8	6	10	11	6	8	10	6	10	7	7
4 or more	22	16	24	37	7	32	36	8	33	22	16
Don't know/Did not answer	5	6	3	2	7	2	5	5	6	4	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	2.8	2.1	5.5	3.8	1.0	4.0	4.3	1.4	3.5	2.6	3.6

TABLE 26c:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOLFING (NOT INCLUDING MINI-GOLF)

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	88	87	90	90	87	88	89	90	87	87	91
1	3	3	5	4	2	5	3	4	3	3	3
2	2	2	1	2	2	2	1	1	2	2	0
3	0	0	0	1	0	1	1	0	0	1	0
4 or more	1	0	0	1	0	1	0	0	1	1	0
Don't know/Did not answer	6	8	3	2	9	3	5	5	6	6	5
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.1	.1	.1	.2	.1	.2	.1	.1	.1	.1	.1

TABLE 26_1:

[FOR BUSINESS TRAVELERS ONLY] Did you participate in any other outdoor activities?

	Overall	Mode of Travel			Residence			Trip Purpose
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business
Yes	11	4	50	22	3	23	25	11
No	84	91	49	75	92	77	67	84
Don't know/Did not answer	4	5	1	2	6	1	8	4
TOTAL VISITORS 15+	237094	144411	4965	87718	136019	82320	18755	237094

TABLE 26d:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

A BOAT TOUR FOR WHALE AND SEABIRD WATCHING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	88	87	90	88	88	90	84	60	83	92	91
1	6	5	6	8	2	6	11	14	10	2	5
2	0	0	0	1	0	0	1	0	1	0	0
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.1	.1	.1	.1	.0	.1	.1	.2	.1	.0	.1

TABLE 26e:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

OTHER FISHING OR SIGHTSEEING BOAT TOUR

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	86	87	91	81	86	86	85	51	84	88	92
1	6	4	5	13	3	9	8	21	8	5	4
2	1	1	0	3	1	2	1	1	1	1	1
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	1	0	0	0	0
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.1	.1	.1	.2	.0	.2	.2	.3	.1	.1	.1

TABLE 26f:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

MOUNTAIN BIKING/CYCLING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	91	91	86	92	89	92	91	63	91	92	94
1	1	0	0	3	0	2	1	4	1	1	0
2	1	0	4	1	1	1	1	0	1	1	0
3	0	0	3	0	0	1	0	7	0	0	0
4 or more	1	1	3	1	0	1	2	0	1	0	2
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.2	.1	1.0	.2	.0	.1	.5	.3	.1	.1	.4

TABLE 26g:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOING TO AN OCEAN BEACH FOR EXPLORING OR BEACH COMBING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	62	67	56	49	76	54	50	25	53	66	78
1	15	13	20	19	10	19	19	24	18	15	8
2	7	6	8	12	3	10	12	23	12	5	3
3	4	2	6	6	1	6	5	1	5	3	2
4 or more	5	3	6	11	0	8	9	1	6	5	5
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	1.1	.8	3.2	1.4	.2	1.5	2.0	1.0	1.0	.8	2.2

TABLE 26h:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOING TO AN OCEAN BEACH FOR SWIMMING/SUNBATHING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	84	84	84	82	85	81	85	67	83	85	89
1	5	3	7	9	2	7	6	5	6	4	4
2	2	2	4	3	1	4	2	2	3	2	1
3	1	1	0	1	1	2	1	0	1	1	1
4 or more	2	2	0	2	1	3	1	0	1	2	1
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.3	.4	.2	.3	.1	.7	.2	.1	.3	.3	.5

TABLE 26i:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

FRESHWATER CANOEING/KAYAKING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
0	91	90	93	95	88	95	91	71	91	94	94
1	1	1	0	2	0	1	2	0	2	1	1
2	0	0	0	0	0	0	1	0	0	0	1
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	1	0	3	0	0	1	1	2	1	0	1
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.1	.1	.2	.1	.1	.1	.1	.5	.1	.0	.1

TABLE 26j:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

SEA KAYAKING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
0	92	91	96	95	89	95	93	73	92	94	96
1	1	1	0	1	1	1	1	1	2	1	0
2	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0

TABLE 26k:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

BIRDING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	84	83	81	87	34	87	79	70	79	87	90
1	5	5	8	4	3	5	7	3	8	4	2
2	2	2	1	2	1	1	4	1	4	1	1
3	1	1	3	1	1	2	2	0	2	1	0
4 or more	2	1	3	3	1	2	4	0	2	1	3
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.3	.3	.4	.5	.2	.3	.6	.1	.5	.3	.3

TABLE 26l:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

NATURE OBSERVATION (VIEWING TIDES, FOSSIL HUNTING, WILDLIFE AND PLANT OBSERVATION

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	59	62	45	54	73	55	42	38	43	68	70
1	15	13	25	18	9	18	23	15	23	12	9
2	6	6	2	10	3	8	10	9	10	5	4
3	4	4	1	4	3	3	6	4	6	2	3
4 or more	9	7	23	11	2	13	14	8	12	7	10
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	1.5	1.1	5.3	1.5	.5	1.9	2.6	1.1	1.8	1.1	2.2

TABLE 26m:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

VISIT A NATIONAL OR PROVINCIAL NATURAL PARK

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	69	76	60	50	82	64	53	46	50	79	81
1	18	12	31	30	7	23	30	25	31	11	12
2	5	2	5	11	1	6	9	0	9	2	2
3	1	1	0	3	0	2	2	0	2	1	0
4 or more	1	1	0	3	0	2	2	2	2	1	1
Don't know/Did not answer	7	8	4	3	10	3	5	26	6	5	4
TOTAL VISITORS 15+	1221650	840187	90067	291396	499035	430257	291979	36880	387141	565114	220894
Mean	.5	.3	.4	.8	.1	.7	.6	.8	.7	.4	.2

TABLE 27a:

Why did you not golf while in Nova Scotia

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Do not golf	49	47	60	53	44	49	61	34	54	55	46
No time/Didn't take the time	34	35	31	32	38	38	23	50	28	31	38
Didn't bring my clubs	4	4	2	2	2	5	5	1	5	4	5
Weather	2	1	1	3	2	2	2	4	1	1	2
Wasn't aware of the location of golf courses in NS	0	0	0	1	0	0	0	0	0	0	0
Hate golf/Didn't want to golf	0	0	0	1	0	0	0	1	0	0	0
Health problems	0	0	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0	0	0
Wasn't aware of the quality of golf courses in NS	0	0	0	0	0	0	0	0	0	0	0
Too old to golf	0	0	0	0	0	0	0	0	0	0	0
Brought the kids/Family vacation	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	1	1	1	1	2	1	1	1
Don't know/No answer	12	14	10	9	15	11	10	12	13	12	11
TOTAL VISITORS 15+	1333949	918197	86820	328933	597620	448335	287615	225455	361716	524421	211681

TABLE 27b:

What would encourage you to golf (golf more often) in Nova Scotia

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
If had more time/vacation time	13	16	15	8	11	13	17	32	9	13	4
Lower prices	11	8	4	17	12	9	13	15	11	8	16
More information	5	4	7	7	3	6	7	2	9	5	2
Better weather	3	1	5	6	0	3	6	8	3	1	2
More golf courses	3	4	2	1	5	0	5	9	4	1	2
Better quality of golf courses	1	1	2	1	1	0	2	0	3	0	0
Other	11	14	2	7	9	12	11	0	15	12	4
Nothing	44	47	61	36	49	46	33	27	46	49	46
Don't know/No answer	12	9	1	20	12	13	9	8	8	13	30
TOTAL VISITORS 15+	87915	53751	5666	28499	25973	45090	16852	11639	25425	40693	9213

TABLE 28a:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ANTIQUE SHOPS

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	73	79	81	55	84	66	63	84	61	74	84
1	9	7	8	14	6	11	10	5	10	10	5
2	6	4	2	10	3	7	8	5	9	5	3
3	3	2	1	8	1	4	6	0	5	3	2
4 or more	5	3	5	12	0	9	9	2	9	4	4
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.7	.5	.4	1.4	.2	1.1	1.1	.3	1.1	.6	.6

TABLE 28b:

On this trip to Nova Scotia, how many times did you participate in the following activities?

CRAFT SHOPS OR STUDIOS

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
0	51	59	32	33	68	41	31	72	30	52	61
1	14	12	19	18	11	16	16	9	16	15	12
2	10	8	15	15	8	12	12	8	14	10	8
3	6	4	13	10	3	7	11	3	9	6	6
4 or more	15	11	17	23	4	21	25	4	26	13	11
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	1.7	1.3	2.5	2.5	.7	2.4	2.6	.6	2.9	1.5	1.3

TABLE 28c:

On this trip to Nova Scotia, how many times did you participate in the following activities?

OTHER SHOPPING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
0	45	51	42	31	53	44	32	65	36	42	50
1	19	19	19	18	20	17	20	15	19	21	19
2	14	11	15	19	11	14	18	8	17	14	13
3	8	6	8	12	5	9	10	5	10	9	5
4 or more	10	7	13	17	4	14	15	4	13	11	10
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	1.7	1.5	1.7	2.2	1.0	2.2	2.0	.8	1.8	1.7	2.2

TABLE 28e:

On this trip to Nova Scotia, how many times did you participate in the following activities?

NATIONAL OR PROVINCIAL HISTORICAL SITES

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	60	67	48	44	77	52	39	78	35	68	67
1	19	16	23	25	12	23	26	13	24	19	17
2	8	5	10	15	3	11	14	2	18	5	6
3	4	3	9	6	1	6	7	2	9	2	4
4 or more	4	2	6	8	1	6	8	2	8	2	4
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.8	.5	1.1	1.3	.3	1.1	1.3	.5	1.4	.5	.7

TABLE 28f:

On this trip to Nova Scotia, how many times did you participate in the following activities?

MUSEUMS

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	68	75	55	53	84	60	48	84	45	75	75
1	16	12	25	24	9	21	23	8	25	14	14
2	7	4	8	12	1	10	12	2	12	5	6
3	2	2	4	4	0	3	5	2	5	1	1
4 or more	3	2	4	5	0	4	6	0	8	1	2
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.5	.4	.7	.9	.1	.7	1.0	.2	1.1	.4	.4

TABLE 28g:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ART GALLERIES

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	84	88	83	74	91	81	74	91	73	88	88
1	6	4	7	12	3	8	10	3	10	5	6
2	3	2	0	8	1	5	5	1	7	2	2
3	1	0	0	2	0	1	2	0	2	1	1
4 or more	1	1	6	2	0	2	3	1	3	1	0
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.2	.1	.4	.5	.0	.3	.5	.1	.5	.2	.1

TABLE 28h:

On this trip to Nova Scotia, how many times did you participate in the following activities?

SPECIAL EVENTS/FESTIVALS

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	76	78	77	71	79	73	74	88	74	75	72
1	16	14	17	19	12	19	17	6	17	18	18
2	2	2	1	3	2	2	2	1	3	2	3
3	1	1	0	2	1	1	1	1	0	1	2
4 or more	1	1	0	2	0	2	1	1	1	1	2
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.3	.2	.2	.4	.2	.4	.3	.1	.3	.3	.4

TABLE 28i:

On this trip to Nova Scotia, how many times did you participate in the following activities?

NIGHTCLUBS/LOUNGES/PUBS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	72	77	84	55	77	67	69	68	68	75	79
1	10	8	7	15	8	12	10	13	12	8	7
2	7	5	1	13	6	8	7	9	7	6	8
3	3	2	3	5	2	4	4	4	3	3	1
4 or more	4	2	1	11	2	6	5	4	3	5	3
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.6	.4	.2	1.3	.4	.8	.7	.7	.6	.6	.5

TABLE 28j:

On this trip to Nova Scotia, how many times did you participate in the following activities?

CASINOS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	79	80	83	75	78	79	78	80	76	80	82
1	14	13	13	16	14	14	14	13	14	14	12
2	2	2	0	4	2	3	2	2	3	2	2
3	1	0	0	1	0	1	0	1	0	0	1
4 or more	1	1	0	1	1	1	0	0	1	1	0
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.4	.4	.1	.4	.5	.3	.2	.2	.8	.2	.2

TABLE 28k:

On this trip to Nova Scotia, how many times did you participate in the following activities?

GUIDED TOURS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	89	90	86	86	92	88	82	91	81	93	92
1	5	4	6	8	2	6	10	4	10	3	4
2	1	1	1	2	0	2	1	0	3	0	1
3	0	0	0	0	0	1	1	0	1	0	0
4 or more	0	0	3	1	0	1	1	1	0	0	1
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.1	.1	.2	.2	.0	.2	.2	.1	.2	.0	.1

TABLE 28l:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ATTEND SPORTS EVENTS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	90	93	95	82	91	89	90	94	91	89	91
1	2	1	1	5	2	3	2	2	2	2	3
2	1	0	0	2	1	1	1	0	1	1	2
3	0	0	0	1	0	1	0	0	0	0	1
4 or more	2	0	0	7	1	4	2	0	1	4	1
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894
Mean	.2	.1	.0	.8	.1	.4	.3	.0	.1	.5	.2

TABLE 28d:

On this trip to Nova Scotia, did you participate in the following activities?

GENERAL SIGHTSEEING

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	72	69	85	78	59	79	87	44	86	75	73
No	24	26	12	20	35	18	8	52	9	22	24
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 28m:

On this trip to Nova Scotia, did you participate in the following activities?

VISIT FRIENDS OR FAMILY LIVING IN NOVA SCOTIA

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	55	57	34	56	65	59	29	37	24	88	48
No	40	38	63	42	29	38	66	59	71	9	49
Don't know/Did not answer	4	5	4	2	6	2	5	4	5	3	3
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 28_1:

[FOR BUSINESS TRAVELERS ONLY] Did you participate in any other activities?

	Overall	Mode of Travel			Residence			Trip Purpose
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business
Yes	10	3	50	19	4	19	15	10
No	86	92	50	80	90	81	80	86
Don't know/Did not answer	4	5	0	1	5	0	5	4
TOTAL VISITORS 15+	237094	144411	4965	87718	136019	82320	18755	237094

TABLE 28n:

On this trip to Nova Scotia, how many times did you participate in the following activities?

LIVE PERFORMING MUSIC/DANCE PRESENTATIONS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	73	76	81	63	77	70	71	23	70	81	71
1	15	13	14	22	12	18	17	32	17	12	19
2	3	3	1	6	3	4	4	12	5	2	3
3	1	0	0	2	1	1	1	2	1	1	1
4 or more	1	1	0	3	1	3	1	4	1	1	3
Don't know/Did not answer	6	7	4	4	7	4	6	26	6	4	4
TOTAL VISITORS 15+	1217040	839440	90008	287592	500652	426473	289537	32270	387141	565114	220894
Mean	.4	.3	.2	.7	.2	.4	.5	1.1	.5	.2	.4

TABLE 28o:

On this trip to Nova Scotia, how many times did you participate in the following activities?

LIVE PERFORMING THEATRE PRESENTATIONS

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	89	89	91	88	89	89	90	67	88	92	92
1	4	3	5	7	3	6	3	7	4	4	4
2	1	1	0	1	1	0	0	0	1	0	0
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	6	7	4	4	7	4	6	26	6	4	4
TOTAL VISITORS 15+	1217040	839440	90008	287592	500652	426473	289537	32270	387141	565114	220894
Mean	.1	.1	.1	.1	.1	.1	.0	.1	.1	.1	.0

TABLE 28q:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ATTEND CLASSES FOR FUN AND LEARNING IN AREAS SUCH AS DANCE, THEATRE, LANGUAGE, MUSIC, OR NATURE

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	94	93	96	95	93	95	93	72	94	96	95
1	0	0	0	0	0	0	0	0	0	0	1
2	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	2	0	0	0
Don't know/Did not answer	6	7	4	4	7	4	6	26	6	4	4
TOTAL VISITORS 15+	1217040	839440	90008	287592	500652	426473	289537	32270	387141	565114	220894
Mean	.0	.0	.0	.1	.0	.0	.0	.6	.0	.0	.0

TABLE 28r:

On this trip to Nova Scotia, how many times did you participate in the following activities?

RESEARCH FAMILY HISTORY

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	89	88	94	89	89	88	90	74	91	89	90
1	4	4	1	4	3	5	3	0	2	5	3
2	1	0	0	2	0	1	1	0	0	1	0
3	0	0	1	1	0	1	0	0	0	1	0
4 or more	1	1	0	0	0	1	0	0	0	0	3
Don't know/Did not answer	6	7	4	4	7	4	6	26	6	4	4
TOTAL VISITORS 15+	1217040	839440	90008	287592	500652	426473	289537	32270	387141	565114	220894
Mean	.1	.1	.0	.1	.1	.2	.1	.0	.0	.1	.3

TABLE 28p:

On this trip to Nova Scotia, did you participate in the following activities?

ELDER HOSTELS

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	0	0	0	1	0	1	1	0	0	0	1
No	34	33	51	33	29	30	51	12	39	33	33
Don't know/Did not answer	65	67	49	66	71	69	49	88	60	66	66
TOTAL VISITORS 15+	1217040	839440	90008	287592	500652	426473	289537	32270	387141	565114	220894

TABLE 29:

Which of the following attractions did you visit during your stay in Nova Scotia?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Halifax Waterfront	47	40	32	70	39	55	52	46	59	43	40
Peggy's Cove	23	16	43	37	8	30	43	10	46	17	14
Acadian community, site, event or festival	16	12	29	26	6	20	33	7	34	11	11
Scottish/Gaelic/Celtic community, site, event or festival	14	11	22	20	5	19	27	4	28	9	15
Pier 21	11	10	11	14	8	16	11	6	15	10	15
Events of Tall Ships 2000	9	8	8	11	9	11	6	4	7	11	14
Aboriginal community, site, event or festival	4	4	8	4	3	4	6	2	6	3	5
Tattoo	2	2	1	3	2	2	3	1	2	2	4
Black cultural community, site, event or festival	1	1	2	0	1	1	2	1	1	1	1
Celtic Colours	1	0	0	2	0	1	1	0	1	1	0
Don't know/No answer	40	46	40	21	52	32	26	47	24	45	45
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

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2000 Nova Scotia Visitor Exit Study

TABLE 30a:

Overall, what did you like MOST about your visit to Nova Scotia?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Opportunity to visit friends/relatives	26	29	14	22	37	22	9	12	7	52	11
General scenery/sightseeing	19	19	20	20	12	22	28	18	27	14	20
Coastal scenery	10	7	27	13	4	13	16	6	16	8	9
Other main reason	9	9	8	7	12	6	5	13	5	5	19
Friendliness of the people	8	5	7	15	2	11	14	13	11	4	6
A specific area or location of Nova Scotia	7	7	7	7	5	7	9	7	12	2	8
Tall Ships 2000	2	2	1	3	2	3	1	1	2	2	4
Quality of the service	2	2	3	1	3	1	0	9	0	0	1
Good weather	2	2	0	2	1	2	1	2	1	2	2
A specific attraction/museum	1	2	3	0	2	1	0	2	2	1	1
Shopping	1	1	0	0	2	0	0	1	1	1	1
Quality of the accommodations	1	1	0	1	2	0	0	5	1	0	1
A specific festival/event	1	1	1	0	2	0	1	0	1	1	3
Casino	1	1	0	0	1	0	0	1	1	0	2
Cleanliness/untouched/unspoiled	1	1	0	1	1	0	1	0	1	1	2
Lobster	1	1	0	0	0	1	0	0	0	1	1
Nature viewing (tides, fossils, wildlife, plants)	1	0	3	1	0	1	1	0	1	0	0
Other food	0	0	0	0	0	1	1	1	0	0	0
Sense of security/safety	0	0	0	1	0	1	0	0	0	0	1
Researching Familyhistory/genealogy	0	0	0	0	0	1	0	0	0	0	0
Not Crowded	0	0	0	1	0	0	1	1	0	0	0
Golf	0	0	0	0	0	0	0	0	1	0	0
Live performing music or dance	0	0	0	0	0	0	0	0	0	0	0
Leisurely walking or hiking	0	0	0	0	0	0	0	0	0	1	0
Cultural	0	0	0	0	0	0	0	0	0	0	1
Visit national/provincial natural park	0	0	3	0	0	0	1	0	0	0	1
Museums	0	0	0	0	0	0	0	1	0	0	0
Attend sport event	0	0	0	0	0	0	0	0	0	0	1
Honeymoon/Second Honeymoon/ Anniversary	0	0	0	0	0	0	0	0	0	0	0
Nightclub, lounge, pub	0	0	0	0	0	0	0	0	0	0	0
Going to an ocean beach to explore/ beachcomb	0	0	0	0	0	0	0	0	0	0	0
Fishing/sightseeing boat tour	0	0	0	0	0	0	0	0	0	0	0
Wilderness hiking	0	0	0	0	0	0	0	0	0	0	0
National/provincial historic site	0	0	0	0	0	0	0	0	0	0	0
Boat tour for whale/seabird watching	0	0	0	0	0	0	0	0	0	0	0
Opportunity to enjoy the outdoors	0	0	0	0	0	0	0	0	0	0	0
Mountain biking/Cycling	0	0	0	0	0	0	0	0	0	0	0
Diversity of cultures	0	0	0	0	0	0	0	0	0	0	0
Going to an ocean beach for swimming/sunbathing	0	0	0	0	0	0	0	0	0	0	0
Quality of the cultural events	0	0	0	0	0	0	0	0	0	0	0
Antique shops	0	0	0	0	0	0	0	0	0	0	0
Opportunity to learn about/enjoy history	0	0	0	0	0	0	0	0	0	0	0
Guided tour (not including boat tour)	0	0	0	0	0	0	0	0	0	0	0
Sea Kayaking	0	0	0	0	0	0	0	0	0	0	0
Birding	0	0	0	0	0	0	0	0	0	0	0
Craft shops or studio	0	0	0	0	0	0	0	0	0	0	0
Elderhostel	0	0	0	0	0	0	0	0	0	0	0
Freshwater canoeing/kayaking	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	6	7	4	3	7	3	6	6	6	4	4
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 30a_1:

Overall, what did you like MOST about your visit to Nova Scotia?

A specific area or location of Nova Scotia

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Halifax	39	43	4	38	68	27	20	74	22	48	47
Cabot Trail	22	20	48	19	14	26	27	5	31	17	15
Cape Breton	15	13	48	11	4	15	26	2	17	10	21
Peggy's Cove	9	12	0	2	6	12	8	8	11	7	7
Mahone Bay/Lunenburg/South Shore	6	3	0	15	2	9	7	6	6	5	6
Bay of Fundy	2	1	0	6	2	3	1	5	2	0	0
Evangeline/AnnapolisValley/Royal	1	1	0	3	0	2	2	0	1	5	0
Digby	1	0	0	3	0	2	1	0	2	1	0
Louisbourg	1	1	0	0	1	0	2	0	0	2	2
Yarmouth	1	1	0	1	0	1	2	0	1	1	2
Other	4	4	1	2	3	3	5	0	6	3	0
TOTAL VISITORS 15+:	95101	64470	6279	24352	32465	34478	28157	15464	48337	12910	18318

TABLE 30b:

Is there anything else you liked about Nova Scotia?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
No Other reason	37	47	26	13	54	27	19	51	24	38	41
General scenery/sightseeing	19	15	20	27	12	23	26	14	23	19	15
Coastal scenery	18	16	15	25	11	21	28	13	26	17	14
Friendliness of the people	18	13	32	27	8	22	31	15	28	13	16
Opportunity to visit friends/relatives	9	9	10	9	9	10	6	6	3	14	9
A specific area or location of Nova Scotia	8	8	12	7	5	9	13	2	15	7	6
Cleanliness/untouched/unspoiled	7	6	6	8	6	6	10	4	9	5	8
Other main reason	6	5	9	9	5	6	9	5	7	6	7
Good weather	5	4	5	6	4	5	6	3	7	4	4
Tall Ships 2000	4	4	4	4	6	4	2	2	2	6	7
Not Crowded	4	2	5	9	1	5	9	3	6	4	3
Nature viewing (tides, fossils, wildlife, plants)	3	3	4	2	2	3	5	2	6	1	2
Lobster	3	1	9	4	0	5	4	1	5	3	1
Leisurely walking or hiking	3	3	4	2	2	3	4	2	5	2	3
Opportunity to enjoy the outdoors	3	2	6	3	1	3	4	1	3	2	3
Shopping	2	2	1	2	4	1	1	1	1	4	2
Quality of the accommodations	2	2	3	1	2	2	1	5	3	0	3
Sense of security/safety	2	1	4	3	1	2	3	2	2	2	2
Casino	2	2	0	1	3	1	0	3	2	1	1
A specific festival/event	2	2	1	1	2	1	1	0	1	2	3
Seafood/fish	1	1	2	3	0	2	3	1	3	1	1
Quality of the service	1	2	1	1	2	1	2	2	1	1	2
Going to an ocean beach to explore/beachcomb	1	1	1	2	1	2	2	1	2	1	1
Craft shops or studio	1	1	2	1	1	2	1	2	1	1	1
National/provincial historic site	1	1	2	2	1	1	2	1	2	1	1
Golf	1	1	1	2	1	2	1	1	1	1	1
Cultural	1	1	1	2	0	2	2	1	2	1	1
Museums	1	1	2	2	0	2	2	0	2	1	1
Other food	1	1	0	2	0	2	2	1	1	1	0
Opportunity to learn about/enjoy history	1	1	4	1	0	2	1	1	2	0	1
Diversity of cultures	1	1	1	1	1	1	2	1	2	0	1
Antique shops	1	1	1	2	1	1	1	2	1	1	0
Nightclub, lounge, pub	1	1	0	1	1	1	0	1	1	1	1
Wilderness hiking	1	1	0	0	1	0	1	1	1	1	1
Relaxing/restful/peaceful	1	1	0	1	0	1	1	0	1	1	0
Visit national/provincial natural park	1	1	1	1	0	1	1	0	1	0	0
Going to an ocean beach for swimming/sunbathing	1	1	1	0	0	1	1	0	1	1	0
Quality of the cultural events	1	0	0	1	0	1	1	1	1	0	1
Live performing music or dance	1	1	1	1	1	0	0	0	1	0	0
Boat tour for whale/seabird watching	1	1	1	0	0	1	1	0	1	0	1
Researching Family history/genealogy	0	0	1	0	0	1	0	0	0	1	0
Halifax Waterfront/downtown Halifax	0	0	0	1	0	1	0	1	0	0	0
The Tattoo	0	0	0	0	0	0	0	1	0	0	0
Fishing/sightseeing boat tour	0	0	0	0	0	0	1	0	0	0	0
Exchange rate with American dollar	0	0	0	0	0	0	2	0	1	0	1
A specific attraction/museum	0	0	0	0	0	0	1	0	1	0	0
Signage	0	0	3	0	0	0	1	0	1	0	0
Fortress of Louisbourg/Louisbourg	0	0	0	0	0	0	0	0	1	0	0
Highways	0	0	0	0	0	0	0	1	0	0	0
Learning vacation	0	0	1	0	0	0	0	0	0	0	0
Fall leaves/colour	0	0	0	0	0	0	0	0	0	0	0
Freshwater canoeing/kayaking	0	0	0	0	0	0	0	0	1	0	0
Art gallery	0	0	0	1	0	0	0	0	0	0	0
Sea Kayaking	0	0	0	0	0	0	0	0	0	0	0
Mountain biking/Cycling	0	0	0	0	0	0	0	0	0	0	0
Lighthouses	0	0	0	0	0	0	1	0	0	0	0
Scollops	0	0	0	0	0	0	0	0	0	0	0
Upper Clement's Park	0	0	0	0	0	0	0	0	0	0	0
Birding	0	0	0	0	0	0	0	0	0	0	0
Courteous/Friendly drivers	0	0	0	0	0	0	0	0	0	0	0
Peggy's Cove	0	0	0	0	0	0	0	0	0	0	0

(cont.)

TABLE 30b:

Is there anything else you liked about Nova Scotia?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Honeymoon/Second Honeymoon/Anniversary	0	0	0	0	0	0	0	0	0	0	1
Elderhostel	0	0	0	0	0	0	0	0	0	0	0
Guided tour (not including boat tour)	0	0	0	0	0	0	0	0	0	0	0
Everything	0	0	0	0	0	0	0	0	0	0	0
Doers & Dreamers Guide	0	0	0	0	0	0	0	0	0	0	0
Easy to drive/get around	0	0	0	0	0	0	0	0	0	0	0
(Quaint) Fishing Villages	0	0	0	0	0	0	0	0	0	0	0
Bell Museum	0	0	0	0	0	0	0	0	0	0	0
Citadel Hill	0	0	0	0	0	0	0	0	0	0	0
Lupins on the roadside	0	0	0	0	0	0	0	0	0	0	0
Attend sport event	0	0	0	0	0	0	0	0	0	0	0
Pier 21	0	0	0	0	0	0	0	0	0	0	0
Maritime Museum - Lunenburg	0	0	0	0	0	0	0	0	0	0	0
Visitor Information Centres	0	0	0	0	0	0	0	0	0	0	0
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 30ba:

Is there anything else you liked about Nova Scotia?

A specific area or location of Nova Scotia

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Cabot Trail	29	24	47	38	17	34	34	21	43	13	18
Halifax	28	35	14	12	47	21	21	61	19	31	46
Cape Breton	27	27	40	23	26	25	31	17	29	27	24
Peggy's Cove	11	10	9	14	3	13	14	20	10	12	7
South Shore/Yarmouth/ Lunenburg	7	7	2	6	9	6	5	8	5	11	2
Bay of Fundy	6	4	4	11	4	6	6	17	7	3	1
Annapolis Valley/Royal	6	3	0	15	10	4	4	4	4	10	0
Louisbourg	1	1	1	1	1	1	2	0	2	1	1
Pictou	1	1	0	0	0	2	1	0	1	0	5
Other	6	6	2	8	6	3	9	7	9	2	2
TOTAL VISITORS 15+:	116734	80254	10660	25821	31928	44361	40445	6030	59107	38581	12859

TABLE 30_1:

ALL MENTIONS Is there anything else you liked about Nova Scotia?

A specific area or location of Nova Scotia

		Mode of Travel				Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Halifax	35	39	42	12	25	59	26	22	23	66	22	35	49
Cabot Trail	27	27	24	51	29	15	30	36	33	9	43	14	16
Cape Breton	22	24	22	47	18	15	21	30	32	5	26	23	22
Peggy's Cove	11	11	12	6	9	5	13	13	13	12	11	11	7
Mahone Bay/Lunenburg/South Shore	7	5	6	1	11	5	9	6	6	7	7	10	4
Bay of Fundy	5	3	3	3	10	3	6	5	5	9	6	3	0
Evangeline/Annapolis Valley/Royal	4	2	2	0	9	5	4	4	3	1	3	10	0
Louisbourg	1	1	1	0	0	1	0	2	2	0	1	1	2
Other	5	5	5	2	5	5	3	8	8	2	8	2	1
TOTAL VISITORS 15+:	91696	63832	58214	5618	27864	27897	35766	28033	24081	11162	43330	23399	13742

TABLE 31a:

Where is Nova Scotia's greatest need for improvement?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Improve roads/highways	21	21	27	21	22	23	18	15	22	25	21
Reduce price of gas	6	7	5	2	7	5	4	6	3	7	5
Signs should be easier to read/follow	4	4	4	4	3	4	6	3	8	2	3
More road signs	4	4	7	3	2	6	5	2	6	2	4
More reststops/restrooms/ washrooms along the highways	3	4	8	0	3	3	4	1	4	3	5
Reduce taxes	3	2	2	6	2	3	5	4	4	3	1
Improve economy/ Employement/More jobs	2	1	0	3	0	3	2	1	0	3	1
More accommodation required	1	2	0	1	2	1	1	2	1	1	2
Eliminate Toll-boths	1	1	0	0	1	1	0	0	0	2	0
Reduce price of accommodation/food	1	1	0	1	1	1	1	1	1	1	1
Reduce prices overall	1	1	1	1	1	1	1	1	1	1	0
Improve quality of service	1	1	3	1	1	1	0	2	1	0	0
Improved restaurants/more restaurants/better quality food	1	0	0	1	0	1	1	0	1	0	1
Improve transportation (public)	0	0	3	1	1	0	1	0	0	1	0
Improve cleanliness(Halifax Harbour, city streets)	0	0	0	2	0	1	0	1	0	1	0
Improve quality of accommodations	0	0	3	0	0	1	1	0	1	0	1
People need to be friendlier/more courteous	0	0	3	0	0	0	1	0	1	0	1
Sunday Shopping/Extended Business hours	0	1	0	0	1	0	0	0	0	1	0
More RV facilities/pull-over turn-around areas	0	0	4	0	0	1	0	0	0	0	2
Reduce transportation cost (airfare, ferry)	0	0	0	1	0	0	0	0	0	0	0
Better maps/Improved maps	0	0	0	0	0	0	0	0	0	0	0
Less delays due to road construction	0	0	0	0	0	0	0	0	0	0	0
Better ferry service	0	0	0	0	0	0	0	0	0	0	0
Other	9	7	9	16	7	10	13	12	10	9	7
Nothing	32	34	16	33	36	29	30	41	27	31	37
Don't know/Did not answer	7	9	6	3	10	5	7	7	7	7	6
TOTAL VISITORS 15+	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 31b:

Is there anything else Nova Scotia could improve?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Improve roads/highways	5	5	8	5	5	6	6	4	7	6	3
Signs should be easier to read/follow	5	4	12	4	2	6	7	2	9	4	3
Reduce price of gas	5	5	5	3	6	4	4	7	5	4	2
More road signs	4	4	12	3	2	5	6	3	8	2	4
Reduce taxes	3	2	4	3	2	3	4	2	4	3	3
More reststops/restrooms/ washrooms along the highways	2	2	3	0	2	1	2	0	2	2	3
Reduce price of accommodation/food	1	1	3	1	1	1	0	2	1	1	1
Reduce prices overall	1	1	1	1	1	1	1	1	1	1	1
Improve quality of accommodations	1	0	3	0	0	1	0	1	1	0	1
More accommodation required	0	0	0	1	0	0	1	1	1	0	0
Improved restaurants/more restaurants/better quality food	0	0	0	1	0	1	0	1	0	0	1
Improve economy/ Employment/More jobs	0	0	0	0	0	0	0	0	0	1	0
Improve transportation (public)	0	0	0	1	0	0	0	1	0	0	0
Improve cleanliness(Halifax Harbour, city streets)	0	0	0	0	0	0	0	0	0	0	0
Reduce transportation cost (airfare, ferry)	0	0	0	0	0	0	0	0	0	0	0
People need to be friendlier/more courteous	0	0	0	0	0	0	0	0	0	0	0
Improve quality of service	0	0	0	0	0	0	0	0	0	0	0
Better maps/Improved maps	0	0	0	0	0	0	0	0	0	0	0
Better ferry service	0	0	0	0	0	0	0	0	0	0	0
Eliminate Toll-boths	0	0	0	0	0	0	0	0	0	0	0
Sunday Shopping/Extended Business hours	0	0	0	0	0	0	0	0	0	0	0
More RV facilities/pull-over turn-around areas	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	11	8	3	7	8	1	7	6	6
Nothing	77	80	60	75	83	73	71	80	70	79	82
TOTAL VISITORS 15+:	1421864	971947	92465	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 32a:

Prior to your visit to Nova Scotia, did you or did anyone in your party read or hear advertising promoting NS as a vacation destination in 2000?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	58	61	58	50	63	59	45	60	55	59	60
No	36	32	38	47	31	36	48	35	38	36	36
Don't know/Unsure	6	7	4	3	7	4	7	5	7	5	5
TOTAL VISITORS 15+:	1421864	971947	92485	357431	[illegible]93	493425	304468	237094	387141	565114	220894

TABLE 32b:

Do you recall where you saw or heard this advertising?

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
TV advertising	67	70	78	54	79	63	43	76	57	71	63
Newspaper	27	24	24	34	20	30	37	18	30	26	31
Magazine article	20	17	30	29	13	25	29	18	27	16	21
Radio	16	18	20	7	23	12	4	16	7	20	20
Direct Mail	14	17	8	4	21	7	8	15	13	13	16
Internet/Worldwide Web	10	8	17	14	4	13	20	7	18	6	7
TV show	6	6	1	4	7	5	3	8	5	4	7
Travel Show	1	0	1	1	0	1	2	1	1	0	1
Other	5	4	1	7	3	6	6	5	4	5	4
Don't know/Did not answer	1	1	0	2	1	1	1	1	2	1	1
TOTAL VISITORS 15+:	823003	590112	53893	178999	391396	293505	138103	143135	211198	335414	131684

TABLE 33_1:

Before arriving in Nova Scotia, did you or anyone in your party...

Call a 1-800 number to request information

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	18	17	24	18	9	24	27	6	35	11	19
No	76	76	72	79	84	72	67	89	58	84	77
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 33_2:

Before arriving in Nova Scotia, did you or anyone in your party...

Contact a travel agent to request informtion or book a package tour

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	5	3	6	11	1	6	12	4	10	2	4
No	89	90	91	86	93	90	81	92	83	93	92
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 33_3:

Before arriving in Nova Scotia, did you or anyone in your party...

Use the Internet to find information about Nova Scotia

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	21	14	24	37	6	30	36	14	33	15	20
No	74	79	72	60	88	66	57	81	59	81	76
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 33_4:

Before arriving in Nova Scotia, did you or anyone in your party...

Request information through a Nova Scotia website

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	11	8	17	17	3	14	20	7	19	7	9
No	84	85	79	81	90	81	74	88	74	89	87
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 33_5:

Before arriving in Nova Scotia, did you or anyone in your party...

Book package tours over the Internet

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	1	0	3	1	0	1	2	0	1	1	1
No	94	93	94	96	93	95	92	95	92	95	94
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 33_6:

Before arriving in Nova Scotia, did you or anyone in your party...

Attend a travel show

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	0	0	1	1	0	0	1	0	1	0	1
No	94	93	96	97	93	95	93	95	92	95	95
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 34_1:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

Before arriving in Nova Scotia

		Mode of Travel			Residence			Trip Purpose			
	Overall	Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	5	6	8	3	3	6	9	4	10	2	4
No	88	87	89	90	90	87	83	88	82	92	91
Don't know/Unsure	7	7	4	8	7	7	8	8	8	6	5
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 34_2:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

When you first entered Nova Scotia

		Mode of Travel			Residence			Trip Purpose			
	Overall	Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	21	21	59	13	7	26	44	8	44	12	19
No	72	72	37	80	86	68	48	85	48	82	76
Don't know/Unsure	7	7	4	8	7	7	8	8	8	6	5
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 34_3:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

While travelling throughout the province

		Mode of Travel			Residence			Trip Purpose			
	Overall	Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	23	18	43	32	7	29	48	6	49	16	17
No	70	74	54	61	86	64	44	86	43	78	78
Don't know/Unsure	7	7	4	8	7	7	8	8	8	6	5
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 34:

How many times did you or anyone in your party visit a Visitor Information Center or Tourist Bureau while travelling in Nova Scotia?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
0	16	18	26	8	7	16	19	1	16	17	18
1	28	26	23	33	67	26	20	54	18	42	34
2	25	21	20	33	11	30	25	39	24	29	17
3	12	16	7	9	9	11	15	2	17	4	14
4 or more	17	18	24	15	6	18	21	2	24	7	15
Don't know/Not sure	1	0	0	2	0	1	1	2	1	1	1
TOTAL VISITORS 15+:	331449	178412	39405	113631	41506	143469	146473	14729	188224	89846	38000
MEAN	2.2	2.3	2.1	2.2	1.4	2.3	2.4	1.5	2.7	1.5	2.0

TABLE 35_1:

While at the Visitor Information Centres, did you....

Consult with a staff member

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	84	84	83	87	71	87	87	78	89	77	84
No	15	15	17	13	26	13	13	22	11	22	15
Don't know/Unsure	1	1	0	0	3	0	0	0	0	2	1
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 35_2:

While at the Visitor Information Centres, did you....

Obtain printed literature

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	90	89	92	94	83	91	93	89	95	83	88
No	10	11	8	6	17	9	7	11	5	17	12
Don't know/Unsure	0	0	0	0	0	0	0	0	0	0	0
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 35_3:

While at the Visitor Information Centres, did you....

Other

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	9	7	28	2	8	7	11	4	9	10	8
No	90	91	72	98	88	92	89	96	91	88	88
Don't know/Unsure	1	2	0	0	4	1	1	0	0	2	4
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 36_1:

As a result of your visit(s) to the Visitor Information Centres, did you:

Extend your stay in the province

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	4	4	6	2	3	5	2	1	5	2	4
No	95	94	94	97	93	94	97	99	95	96	91
Don't know/Unsure	2	3	0	0	4	1	1	0	1	3	4
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 36_2:

As a result of your visit(s) to the Visitor Information Centres, did you:

Learn about an event, activity or area of the province that you didn't know about before

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	43	36	37	60	29	44	46	37	51	31	38
No	56	62	63	40	67	55	53	63	49	67	60
Don't know/Unsure	1	2	0	0	4	1	1	0	1	3	2
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 36_3:

As a result of your visit(s) to the Visitor Information Centres, did you:

Take part in an activity or event that you wouldn't have otherwise

		Mode of Travel			Residence			Trip Purpose			
	Overall	Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	16	12	13	25	9	19	16	6	19	12	17
No	83	86	87	74	87	80	83	94	80	86	78
Don't know/Unsure	1	2	0	0	4	1	1	0	1	2	4
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 36_4:

As a result of your visit(s) to the Visitor Information Centres, did you:

Visit a part of the province that you wouldn't have visited otherwise

		Mode of Travel			Residence			Trip Purpose			
	Overall	Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/ relatives	Other
Yes	28	28	27	30	19	26	35	16	39	16	19
No	70	70	73	70	77	73	64	84	61	81	77
Don't know/Unsure	2	2	0	0	4	1	1	0	1	3	4
TOTAL VISITORS 15+:	461398	273317	60808	127273	76013	192352	193033	30738	240346	130164	58798

TABLE 36:

As a result of your visit(s) to the Visitor Information Centres,

By how many nights did you extend your stay in the province?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/relatives	Other
0	23	28	1	35	45	27	6	0	15	52	41
1	33	37	12	44	12	35	38	100	43	0	5
2	34	21	80	21	0	36	47	0	38	48	10
3	1	1	0	0	0	0	2	0	1	0	0
4	0	0	2	0	0	0	2	0	1	0	0
5	6	10	0	0	43	0	0	0	0	0	41
7 or more nights	1	0	4	0	0	0	3	0	1	0	3
Not applicable	1	2	0	0	0	2	2	0	2	0	0
TOTAL VISITORS 15+:	16295	9758	3654	2883	2325	9347	4623	355	11329	2181	2430
MEAN	1.5	1.4	2.4	.9	2.3	1.1	1.9	1.0	1.3	1.0	2.9

TABLE 37:

During your visit to Nova Scotia, did you or anyone in your party obtain information from a 'point of sale' kiosk that was not in a Visitor Information Centre or a tourist bureau?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/relatives	Other
Yes	12	9	15	18	4	14	23	7	21	7	11
No	78	80	76	72	86	76	65	84	67	83	79
Don't know/Unsure	11	11	9	10	10	10	12	9	12	10	10
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 38a:

Did you or anyone in your party receive a copy of the 2000 Travel Guide?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Automobile	RV	Airplane	Atlantic Provinces	Other Canada	International	Business	Pleasure	Visit Friends/relatives	Other
Yes	39	39	60	31	29	42	52	26	59	29	41
No	54	53	34	63	63	52	40	68	33	64	54
Don't know/Unsure	7	8	6	6	8	6	8	6	8	7	6
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 38b:

Did you receive the travel guide before leaving home in this trip?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	64	69	40	60	81	59	52	66	60	67	71
No	35	30	60	39	19	40	48	33	40	32	29
Don't know/Unsure	0	0	0	1	0	1	0	0	0	1	0
TOTAL VISITORS 15+:	547941	382161	55603	110177	180229	208109	159604	62659	229157	164332	89886

TABLE 39a:

When travelling in Nova Scotia, what language do you most prefer to be served in?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
English	90	89	85	96	90	89	93	91	87	93	91
French	4	4	11	1	3	6	1	4	5	2	4
German	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	6	7	4	3	7	4	6	5	7	4	4
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 39b:

During your vacation to Nova Scotia, did you notice any programs designed to provide services specifically to French speaking visitors?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	38	34	51	32	16	49	51	34	51	25	29
No	60	65	49	39	84	47	36	62	47	69	71
Don't know/Unsure	3	0	0	29	0	4	13	4	2	5	0
TOTAL VISITORS 15+:	51645	37009	10281	4355	18033	31686	1926	10010	19766	12720	9149

TABLE 39c:

Can you recall the name of the program?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Ici, on Parle Francais	52	59	50	0	100	46	19	79	34	92	37
Can't recall	48	41	50	100	0	54	81	21	66	8	63
TOTAL VISITORS 15+:	19406	12756	5258	1391	2918	15508	979	3433	10100	3236	2636

TABLE 39d:

'Ici, on Parle Francais' is a program designed to meet the needs of French speaking visitors by highlighting to visitors those tourism operators and attractions that provide service in French. While in Nova Scotia, did you visit a restaurant, accommodation, attraction, VIC or other location where the 'Ici on Parle Francais' service was offered?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	29	30	28	26	29	29	51	32	29	40	13
No	49	56	25	47	65	42	24	44	44	54	60
Don't know/Unsure	21	13	47	27	6	29	26	24	27	6	26
TOTAL VISITORS 15+:	51645	37009	10281	4355	18033	31686	1926	10010	19766	12720	9149

TABLE 39e:

Overall, how satisfied were you with the 'Ici on Parle Francais' service offered at the locations you visited? Were you...

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Completely satisfied	42	31	93	22	37	47	25	61	29	51	21
Satisfied	37	48	7	0	37	34	65	30	23	48	79
Neither satisfied/dissatisfied	8	3	0	78	6	9	10	10	16	0	0
Dissatisfied	8	11	0	0	19	3	0	0	20	2	0
Don't know/Unsure	5	6	0	0	0	8	0	0	12	0	0
TOTAL VISITORS 15+:	15170	11202	2839	1128	5155	9042	973	3177	5701	5067	1226

TABLE 40:

Please indicate which of the following best describes the highest level of education attained within your household.

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
High school incomplete	3	3	4	1	4	3	1	1	2	4	2
High school complete	13	14	15	8	15	12	10	10	13	15	11
Some technical school/college	4	5	9	2	5	4	5	2	4	6	3
Technical school/college complete	15	15	23	10	16	14	13	13	13	15	18
Some university	11	12	9	9	13	9	10	8	10	12	15
University complete	47	42	35	66	39	54	55	61	51	42	43
Don't know/Unsure	7	9	5	3	9	5	7	6	8	6	7
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 41a:

Is your total annual household income (before taxes) greater than $40,000?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	71	66	73	83	60	79	78	78	76	66	68
No	17	20	15	9	25	12	10	13	12	22	20
Don't know/Unsure	12	14	12	8	15	9	12	9	13	12	12
TOTAL VISITORS 15+:	1421864	971947	92485	357431	623593	493425	304468	237094	387141	565114	220894

TABLE 41b:

And is it greater than $80,000?

	Overall	Mode of Travel			Residence			Trip Purpose			
		Auto-mobile	RV	Airplane	Atlantic Provinces	Other Canada	Intern-ational	Business	Pleasure	Visit Friends/ relatives	Other
Yes	45	37	45	63	30	53	54	56	50	38	38
No	53	61	51	36	67	45	44	43	48	59	60
Don't know/Unsure	2	2	4	1	3	2	1	1	2	3	2
TOTAL VISITORS 15+:	1004120	639764	67432	296924	375192	391363	237565	183819	292839	375261	149941

Appendix B

Tabular Results (Air Only)

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 1:

Average Number of People in Travel Party

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	45	0	45	56	50	31	31	72	19	45	35
2	43	0	43	36	38	56	60	22	66	41	49
3	7	0	7	3	7	7	4	5	6	8	9
4	4	0	4	2	5	4	3	1	7	4	6
5	0	0	0	0	0	1	1	0	0	0	1
6	0	0	0	0	0	0	0	0	1	0	0
7	0	0	0	0	0	0	0	0	1	0	0
8	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0
No answer	0	0	0	3	0	0	0	0	0	1	0
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325
Mean	1.7	.	1.7	1.5	1.7	1.9	1.9	1.3	2.1	1.7	1.9
Number 15+	1.6	.	1.6	1.5	1.6	1.8	1.8	1.3	1.9	1.6	1.8

TABLE 7:

In total, how many nights did you spend in Nova Scotia for this visit?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	4	0	4	5	5	1	2	11	0	2	0
2	8	0	8	21	7	5	6	15	5	5	16
3	11	0	11	13	12	8	9	21	9	6	6
4 to 5	19	0	19	22	19	18	20	25	19	15	22
6 to 10	38	0	38	30	37	42	48	20	47	44	31
11 or more	20	0	20	9	20	25	15	7	19	28	25
Don't know/No answer	0	0	0	0	0	0	1	0	1	0	0
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325
MEAN	8.8	.	8.8	6.3	9.0	9.4	7.8	5.4	7.6	11.4	10.4

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 8:

What was your MAIN reason for coming to Nova Scotia for this visit?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Visit friends/relatives as part of a general vacation	34	0	34	39	37	27	22	0	0	82	0
General pleasure/recreation	26	0	26	9	20	44	49	0	100	0	0
Other business (selling/purchasing/business meeting with associates or clients, etc.)	17	0	17	18	21	9	10	67	0	0	0
Visit friends/relatives for other personal reasons (include weddings, funerals, etc.)	7	0	7	12	8	4	5	0	0	18	0
Convention/conference/association meeting	7	0	7	12	7	5	4	27	0	0	0
Tall Ships	2	0	2	3	2	0	0	0	0	0	22
Personal business (medical/dental/bank)	1	0	1	4	1	1	1	6	0	0	0
Family and other reunions	1	0	1	1	1	1	1	0	0	0	12
Visit your own cottage or vacation home	1	0	1	0	0	2	1	0	0	0	10
The Tattoo	1	0	1	0	0	2	1	0	0	0	9
Sporting event (general)	1	0	1	3	0	0	0	0	0	0	9
Motorcoach tour	0	0	0	0	0	1	2	0	0	0	6
Honeymoon/second honeymoon/ anniversary	0	0	0	0	0	0	0	0	0	0	3
Learning vacation/Elderhostel	0	0	0	0	0	1	0	0	0	0	2
Just passing through to another province/state	0	0	0	0	0	0	0	0	0	0	1
Attend a special festival/ event/attraction	0	0	0	0	0	0	0	0	0	0	1
Shopping	0	0	0	0	0	0	0	0	0	0	1
Other	2	0	2	0	2	2	2	0	0	0	24
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	2
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325

TABLE 9a:

Did you extend your stay in Nova Scotia for one or more nights beyond your business requirements in order to visit the local area?

	Overall	Mode of Travel		Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	33	0	33	36	31	34	23	33
No	64	0	64	54	66	66	77	64
Don't know/Not answered	3	0	3	9	3	0	0	3
TOTAL PARTIES:	53539	0	53539	7319	36601	9619	5593	53539

TABLE 9b:

And, how by how many nights did you extend your visit?

	Overall	Mode of Travel		Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
1	20	0	20	25	18	26	42	20
2	34	0	34	38	34	28	24	34
3 to 4	35	0	35	36	35	36	10	35
5 or more	11	0	11	0	14	10	24	11
TOTAL PARTIES:	17407	0	17407	2666	11454	3287	1304	17407
MEAN	2.9	.	2.9	2.2	3.1	2.7	2.7	2.9

TABLE 10:

Did you bring any family members or individuals not travelling for business reasons along with you on your trip?

	Overall	Mode of Travel		Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	14	0	14	21	11	23	18	14
No	83	0	83	70	87	77	82	83
Don't know/Not answered	3	0	3	9	3	0	0	3
TOTAL PARTIES:	53539	0	53539	7319	36601	9619	5593	53539

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 11a:

What was the MAIN reason you chose Nova Scotia as a destination?

	Overall	Mode of Travel		Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Pleasure
Wanted to visit Atlantic Canada	38	0	38	17	38	41	38	38
Opportunity to visit friends/relatives	13	0	13	50	17	7	7	13
Never been to Nova Scotia before	7	0	7	0	6	10	12	7
Recommended by others	5	0	5	0	4	7	8	5
Coastal scenery	6	0	6	0	6	6	2	6
General scenery/sightseeing	5	0	5	0	4	5	5	5
Wanted to return to Nova Scotia/ Return Visit/Love NS	3	0	3	0	3	4	5	3
Tall Ships 2000	3	0	3	0	6	1	1	3
To visit a specific area or location of Nova Scotia	2	0	2	0	1	2	3	2
A specific festival/event	1	0	1	0	1	0	1	1
Researching Family history/ genealogy	1	0	1	0	1	0	0	1
Just passing through	1	0	1	0	1	0	0	1
Nature viewing (tides, fossils, wildlife, plants)	0	0	0	0	0	1	1	0
Vacation/Get away	0	0	0	0	0	1	1	0
Other	14	0	14	33	11	14	15	14
Don't know/No answer	1	0	1	0	2	1	1	1
TOTAL PARTIES:	53963	0	53963	2033	24716	26991	18748	53963

TABLE 11aa:

What was the MAIN reason you chose Nova Scotia as a destination?

To visit a specific area or location of Nova Scotia

	Overall		Mode of Travel	Residence			Trip Purpose
		.	Airplane	Other Canada	International	United States	Pleasure
Cabot Trail	58	0	58	100	42	28	58
Halifax	28	0	28	0	39	48	28
Other	14	0	14	0	19	24	14
TOTAL PARTIES:	892	0	892	243	649	524	892

TABLE 11b:

Were there any other reasons?

	Overall	Mode of Travel		Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
No other reason	32	0	32	83	29	31	31	32
Never been to Nova Scotia before	15	0	15	0	9	22	25	15
General scenery/sightseeing	11	0	11	0	11	13	12	11
Coastal scenery	9	0	9	0	10	7	8	9
Wanted to visit Atlantic Canada	8	0	8	0	11	7	7	8
Opportunity to visit friends/ relatives	6	0	6	17	11	1	0	6
To visit a specific area or location of Nova Scotia	5	0	5	0	7	4	4	5
Recommended by others	4	0	4	0	4	6	4	4
Nature viewing (tides, fossils, wildlife, plants)	3	0	3	0	1	4	3	3
Exchange rate with American dollar	2	0	2	0	1	2	2	2
Cool weather/Climate	1	0	1	0	0	3	4	1
National/provincial historic site	1	0	1	0	2	1	1	1
Researching Family history/genealogy	1	0	1	0	1	1	2	1
Return trip/Revisiting	1	0	1	0	1	1	1	1
Visit national/provincial natural park	1	0	1	0	1	0	1	1
Ads in Newspapers/ TV/Magazines	1	0	1	0	1	0	0	1
Going to an ocean beach to explore/beachcomb	1	0	1	0	1	0	0	1
Tall Ships 2000	0	0	0	0	0	1	1	0
Cultural	0	0	0	0	0	1	1	0
Food/Seafood/Lobster	0	0	0	0	0	1	1	0
Casino	0	0	0	0	0	0	1	0
Jazz Festival	0	0	0	0	0	0	1	0
Other	12	0	12	0	14	10	10	12
TOTAL PARTIES:	53963	0	53963	2033	24716	26991	18748	53963

TABLE 11ba:

Were there any other reasons?

To visit a specific area or location of Nova Scotia

	Overall		Mode of Travel	Residence			Trip Purpose
		.	Airplane	Other Canada	Intern-ational	United States	Pleasure
Cabot Trail	58	0	58	68	39	42	58
Cape Breton	30	0	30	18	49	40	30
Halifax	18	0	18	13	27	24	18
Lunenburg	12	0	12	18	0	0	12
Peggy's Cove	12	0	12	18	0	0	12
Bay of Fundy	9	0	9	0	23	18	9
TOTAL PARTIES:	2914	0	2914	1848	1066	691	2914

TABLE 11c:

[ONLY ASK IN JUNE, SEPT TO NOV] Why did you choose to travel to Nova Scotia at this time of year?

	Overall		Mode of Travel	Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
Autumn Leaves	29	0	29	0	31	31	30	29
Cooler weather	25	0	25	0	19	33	38	25
Avoid the crowds	23	0	23	0	27	22	25	23
Only time I had vacation	23	0	23	33	19	24	16	23
Discount rates available	5	0	5	0	4	7	5	5
Getaway weekend	3	0	3	33	0	2	3	3
Celtic Colours	3	0	3	0	4	2	3	3
Most convenient time	1	0	1	0	0	2	0	1
Other	10	0	10	33	10	8	10	10
TOTAL PARTIES:	15446	0	15446	1020	6330	8097	5862	15446

TABLE 12a:

[CANADA AND US RESIDENTS ONLY] What, if any influence did the exchange rate between the Canadian dollar and U.S. dollar have on your decision to vacation in Nova Scotia? Would you say the exchange rate was...

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Critically important	1	0	1	2	1	2	2	1	3	1	2
Important, but not critical	5	0	5	3	4	11	11	2	14	1	11
Not very important	6	0	6	1	2	23	23	2	16	4	6
Not at all important	81	0	81	85	87	61	61	90	60	89	81
Not applicable	3	0	3	5	3	0	0	4	4	2	0
Refused	0	0	0	0	0	0	0	0	1	0	0
Don't know/Unsure	3	0	3	5	3	1	1	2	3	3	0
TOTAL PARTIES:	186999	0	186999	21880	126693	38425	38425	49513	45498	78627	12842

TABLE 12b:

[US ONLY] Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

	Overall		Mode of Travel	Residence	Trip Purpose				
		.	Airplane	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	3	0	3	3	3	6	3	0	5
No	92	0	92	92	92	92	93	89	95
Not applicable	4	0	4	4	4	3	2	10	0
Don't know/Unsure	1	0	1	1	1	0	2	1	0
TOTAL PARTIES:	38425	0	38425	38425	38425	5593	18748	10470	3466

TABLE 12b_1:

By how many nights: [US ONLY] Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

	Overall		Mode of Travel	Residence		Trip Purpose		
		.	Airplane	International	United States	Business	Pleasure	Other
1	28	0	28	28	28	0	22	100
2	14	0	14	14	14	47	0	0
3	12	0	12	12	12	0	22	0
5 or more	32	0	32	32	32	53	29	0
Don't know/Unsure	14	0	14	14	14	0	26	0
TOTAL PARTIES:	1048	0	1048	1048	1048	316	566	167
MEAN	2.9	.	2.9	2.9	2.9	3.6	3.2	1.0

TABLE 13:

Which of the following best describes your travel party? Are you travelling...

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
By yourself	44	0	44	57	49	30	30	72	18	46	33
As a couple	35	0	35	27	30	47	51	14	59	33	34
As a family	12	0	12	5	13	13	9	3	14	16	18
As two or more friends	6	0	6	7	5	7	7	6	7	5	9
As a couple with friends	1	0	1	0	0	1	1	0	1	0	2
Business associates/partners	0	0	0	0	0	1	0	1	0	0	0
Family members	0	0	0	0	0	0	0	0	0	0	0
Two couples	0	0	0	0	0	0	0	0	0	0	0
Co-workers/collegues	0	0	0	0	1	0	0	1	1	0	0
Other	0	0	0	3	0	0	0	1	0	0	3
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	1	0	1	2	0	0	0	1	0	1	0
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325

TABLE 14:

Including yourself, how many in this party are:

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	92	0	92	94	92	91	95	98	91	90	91
1	4	0	4	2	3	6	3	2	4	5	8
2	3	0	3	1	4	1	1	0	4	4	1
3	0	0	0	0	0	0	0	0	1	0	0
4	0	0	0	0	0	0	0	0	0	0	0
14 & under	.11	.	.11	.04	.12	.10	.07	.02	.15	.14	.10
15 to 19	.06	.	.06	.11	.07	.04	.02	.04	.02	.07	.23
20 to 24	.06	.	.06	.05	.05	.07	.04	.02	.07	.08	.03
25 to 34	.23	.	.23	.18	.26	.19	.15	.22	.23	.27	.08
35 to 44	.37	.	.37	.23	.43	.31	.30	.46	.41	.29	.43
45 to 54	.41	.	.41	.42	.38	.47	.49	.40	.54	.34	.42
55 to 64	.26	.	.26	.20	.22	.36	.41	.16	.37	.25	.24
65 to 74	.20	.	.20	.23	.14	.32	.34	.03	.26	.26	.23
75 & over	.04	.	.04	.03	.03	.07	.07	.00	.05	.05	.14
Don't know/Unsure	1	0	1	3	0	1	1	0	0	1	0
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 14:

[PERCENT] Including yourself, how many in this party are:

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
14 and under	7	0	7	3	8	8	4	2	9	9	9
15 to 19	5	0	5	10	5	3	1	3	2	6	13
20 to 24	5	0	5	5	4	5	4	1	6	7	3
25 to 34	17	0	17	12	19	15	12	17	16	21	6
35 to 44	28	0	28	16	34	21	21	40	26	22	31
45 to 54	29	0	29	32	28	32	33	34	33	23	35
55 to 64	18	0	18	14	17	23	26	13	23	18	18
65 to 74	13	0	13	17	10	19	21	2	16	18	13
75 and over	3	0	3	3	3	5	4	0	3	4	9
TOTAL PARTIES:	209149	0	209149	21206	126322	61397	38127	53390	53963	86470	15325

TABLE 15a:

Were any of your Nova Scotia trip expenses pre-paid to a travel agent or a travel company before arriving in Nova Scotia?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	20	0	20	12	17	27	20	20	28	13	25
No	79	0	79	83	82	72	79	79	72	85	75
Don't know/Unsure	1	0	1	5	0	0	0	0	0	2	0
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325

TABLE 15b:

What was the total amount paid to the travel agent or company?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
$0 to $500	27	0	27	38	34	17	17	32	14	39	30
$501 to $1,000	12	0	12	37	14	6	7	15	7	16	13
$1,001 to $1,500	12	0	12	25	14	7	7	18	5	18	3
$1,501 to $4,000	27	0	27	0	21	39	48	21	38	10	45
$4,001 or more	11	0	11	0	2	25	11	1	24	7	4
Don't know/Unsure	11	0	11	0	15	7	9	12	12	10	4
TOTAL PARTIES:	41407	0	41407	2713	21714	16981	7731	10941	15192	11446	3828
MEAN	1,882.0	.	1,882.0	652.7	1,076.2	3,033.4	2,323.6	1,176.1	3,117.6	1,053.0	1,541.4

TABLE 15c:

Is that including or excluding taxes?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Including	76	0	76	63	70	86	80	63	83	79	78
Excluding	4	0	4	25	2	3	3	6	2	5	0
Not sure	11	0	11	0	16	6	10	26	7	6	0
Don't know/Unsure	9	0	9	13	12	5	7	5	8	10	22
TOTAL PARTIES:	41407	0	41407	2713	21714	16981	7731	10941	15192	11446	3828

TABLE 15d:

[IF AMERICAN] And, is that in Canadian or American dollars? [IF OTHER COUNTRY] And, in what currency is that?

	Overall	Mode of Travel		Residence	Trip Purpose				
		.	Airplane	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Canadian $	59	0	59	59	53	72	53	74	44
American $	17	0	17	17	35	14	18	9	32
German marks	3	0	3	3	0	0	4	3	0
British pounds	8	0	8	8	0	14	9	5	0
Other	7	0	7	7	2	0	10	0	8
Don't know/Unsure	7	0	7	7	9	0	5	9	16
TOTAL PARTIES:	16981	0	16981	16981	7731	1060	9297	4789	1835

TABLE 15e:

Did the $______ [REFER TO Q15b] cover expenses for travel in other areas besides Nova Scotia?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Nova Scotia only	59	0	59	50	69	48	49	71	42	71	57
Other destinations	25	0	25	0	19	38	33	20	45	6	21
Don't know/Unsure	15	0	15	50	13	14	19	9	13	22	22
TOTAL PARTIES:	41407	0	41407	2713	21714	16981	7731	10941	15192	11446	3828

TABLE 15f:

How many nights in other destinations were covered by the package?

	Overall	Mode of Travel		Residence			Trip Purpose			
		.	Airplane	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	22	0	22	44	9	18	23	21	43	18
1 to 2	9	0	9	6	10	10	7	9	0	15
3 to 4	22	0	22	21	24	34	37	23	0	0
5 to 6	6	0	6	0	10	5	0	5	39	0
7 or more	33	0	33	24	39	17	33	36	0	33
Don't know/Unsure	7	0	7	6	8	17	0	6	18	33
TOTAL PARTIES:	10551	0	10551	4017	6534	2514	2148	6885	697	822
MEAN	5.2	.	5.2	2.7	6.8	4.3	3.6	6.0	2.7	5.1

TABLE 15g:

What was included in your travel package?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Transporation to/from Nova Scotia(Air/bus/ferry fares)	64	0	64	62	59	69	65	79	73	43	44
Overnight accommodations	41	0	41	13	35	54	59	57	58	6	35
Private transportation while in Nova Scotia (e.g. rental car	26	0	26	0	28	28	20	34	33	13	19
Public transporation while in Nova Scotia (including motorco	16	0	16	0	7	30	31	5	26	8	31
Meals and beverage in restaurants	15	0	15	0	12	22	37	20	20	1	26
Entry fees for tours/attractions/golf/etc	12	0	12	0	4	23	27	7	21	4	15
Other	1	0	1	0	0	1	3	0	2	0	0
Nothing/Don't know	29	0	29	38	35	21	19	13	22	52	38
TOTAL PARTIES:	41407	0	41407	2713	21714	16981	7731	10941	15192	11446	3828

TABLE 15h:

How many nights in Nova Scotia were covered by the travel package?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	18	0	18	0	17	21	23	15	18	18	40
1 to 2	17	0	17	0	23	12	4	29	11	18	0
3 to 4	29	0	29	100	38	18	17	44	20	0	29
5 to 6	15	0	15	0	6	23	25	13	17	24	12
7 or more	20	0	20	0	16	24	27	0	32	40	18
Don't know/Unsure	1	0	1	0	0	2	3	0	2	0	0
TOTAL PARTIES:	17115	0	17115	340	7640	9135	4580	6226	8842	691	1357
MEAN	4.2	.	4.2	4.0	4.0	4.3	4.4	2.7	4.7	4.8	7.2

TABLE 16a:

While in Nova Scotia, approximately how much did your party spend on the following items not covered in your inclusive package? Please include all credit card, cheque and cash purchases, and taxes.

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
1.00	100	0	100	100	100	100	100	100	100	100	100
Fixed roof accommodations	266.16	.	266.16	178.92	250.93	300.30	357.79	229.37	311.09	149.17	537.48
Campground fees	8.67	.	8.67	10.02	.68	18.81	19.98	5.31	11.97	10.02	1.60
Restaurants	302.38	.	302.38	131.32	301.24	331.65	308.02	180.99	405.01	289.06	284.76
Ferry & Air Fares	209.58	.	209.58	198.73	102.60	346.60	162.51	129.27	251.94	212.04	262.02
Auto - Repairs/Gas/Oil	41.23	.	41.23	76.43	25.64	55.68	20.41	20.76	49.31	47.79	49.36
Taxi/Car Rental	106.88	.	106.88	156.05	112.01	92.32	106.59	94.68	81.96	126.55	179.41
Groceries & Liquor	64.06	.	64.06	14.95	53.18	86.22	49.90	19.05	59.60	108.98	79.17
N.S. Hand Crafted Products	48.81	.	48.81	43.84	35.04	67.47	82.66	21.37	63.00	54.12	56.82
Clothing Purchases	75.02	.	75.02	225.48	51.50	80.86	58.25	44.14	66.55	124.08	53.16
Other Shopping	64.18	.	64.18	174.27	68.69	40.48	61.81	124.70	60.50	28.77	8.72
Recreation & Entertainment	66.54	.	66.54	50.11	59.17	78.79	86.00	41.80	60.34	44.20	226.33
Total Expenditure($)	1,258.16	.	1,258.16	1,260.11	1,068.46	1,500.43	1,344.84	943.82	1,430.16	1,169.60	1,738.83
Total Expenditure($) Exc Air/Ferry($)	1,066.65	.	1,066.65	1,061.38	975.87	1,182.27	1,206.60	827.04	1,192.38	987.75	1,476.81
Other	31.29	.	31.29	.00	26.07	42.43	83.55	50.26	47.43	2.29	.00
TOTAL PARTIES:	41407	0	41407	2713	21714	16981	7731	10941	15192	11446	3828

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 16b:

While in Nova Scotia, approximately how much did your party spend on the following? Please include all credit card, cheque and cash purchases, and taxes.

	Overall	Mode of Travel		Residence			Trip Purpose				
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
1.00	100	0	100	100	100	100	100	100	100	100	100
Fixed roof accommodations	364.31	.	364.31	179.96	320.75	539.84	607.12	460.49	665.12	151.38	383.50
Campground fees	6.12	.	6.12	.00	6.19	8.24	4.35	11.21	7.15	2.66	6.38
Restaurants	313.27	.	313.27	152.84	317.42	371.08	385.99	276.85	454.88	262.71	301.52
Ferry & Air Fares	700.51	.	700.51	504.79	629.58	952.59	800.33	728.71	663.53	691.71	789.00
Auto - Repairs/Gas/Oil	42.49	.	42.49	17.70	36.48	66.60	54.21	30.59	69.96	28.17	86.66
Taxi/Car Rental	197.87	.	197.87	45.47	191.76	272.60	292.41	132.15	392.57	128.86	231.75
Groceries & Liquor	71.77	.	71.77	50.78	68.86	87.51	54.62	27.64	68.36	97.25	80.96
N.S. Hand Crafted Products	64.37	.	64.37	8.49	67.64	79.83	82.92	43.90	101.99	57.37	59.67
Clothing Purchases	76.54	.	76.54	63.81	74.91	85.96	57.66	52.36	79.67	87.96	82.41
Other Shopping	38.84	.	38.84	17.12	36.66	53.04	47.08	24.11	39.39	47.03	38.83
Recreation & Entertainment	63.20	.	63.20	40.48	64.84	68.94	75.52	45.50	86.82	59.59	73.35
Total Expenditure($)	1,937.20	.	1,937.20	1,068.29	1,819.65	2,571.13	2,468.30	1,819.83	2,637.24	1,615.83	2,119.11
Total Expenditure($) Exc Air/Ferry($)	1,240.96	.	1,240.96	569.00	1,190.08	1,634.36	1,673.23	1,105.55	1,973.71	924.12	1,330.11
Other	5.02	.	5.02	.54	4.63	7.78	10.14	9.39	8.01	1.16	3.45
TOTAL PARTIES:	169233	0	169233	19167	104979	44863	30694	42597	38771	75847	11497

TABLE 17:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	100	0	100	100	100	100	100	100	100	100	100
Hotel	1.80	.	1.80	1.29	1.67	2.22	2.32	2.95	2.45	.66	1.87
Motel	.47	.	.47	.36	.36	.74	.79	.31	.85	.32	.56
Bed & Breakfast	.51	.	.51	.07	.46	.75	.81	.17	1.17	.21	1.01
Country Inn	.19	.	.19	.00	.15	.36	.52	.05	.47	.12	.15
Resort	.08	.	.08	.03	.07	.10	.09	.05	.18	.03	.09
Hunting and/or fishing lodge	.02	.	.02	.00	.01	.05	.03	.00	.06	.01	.02
Commercial cottage or cabin	.06	.	.06	.03	.01	.18	.06	.00	.05	.12	.02
Private cottage or vacation home	.43	.	.43	.00	.29	.87	.32	.01	.19	.24	3.78
Home of friends or relatives	4.36	.	4.36	3.24	5.29	2.85	1.99	.50	1.37	9.18	1.33
National or provincial park campground	.07	.	.07	.00	.04	.16	.01	.00	.19	.05	.09
Privately operated campgrounds/trailer parks	.05	.	.05	.02	.00	.15	.03	.01	.14	.00	.13
Total Nights	8.70	.	8.70	5.17	9.01	9.28	7.77	5.43	7.59	11.16	10.35
Other	.67	.	.67	.13	.66	.85	.79	1.39	.47	.23	1.30
TOTAL PARTIES:	210640	0	210640	21880	126693	61844	38425	53539	53963	87293	15325

TABLE 18a:

[IF CAMPGROUND MENTIONED IN Q17j OR Q17k.] What type of camping equipment or shelter did you use?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Tent	45	0	45	0	49	50	57	0	70	40	16
Travel trailer/5th wheel/Motorhome/RV	10	0	10	0	0	19	43	0	22	0	0
Truck camper or van	7	0	7	0	0	14	0	0	7	0	19
Camping cabin	5	0	5	0	0	9	0	0	0	0	21
Other	9	0	9	0	24	0	0	0	0	0	44
Don't know/Did not answer	23	0	23	100	27	8	0	100	0	60	0
TOTAL PARTIES:	3662	0	3662	340	1393	1929	292	340	1680	860	781

TABLE 18b:

[IF NATIONAL/PROVINCIAL CAMPGROUND MENTIONED (Q17J) AND TENT IN Q18a] Of the nights you spent camping in national or provincial parks, how many were at unserviced wilderness campsites that were reached by backpacking?

	Overall		Mode of Travel	Residence			Trip Purpose	
		.	Airplane	Other Canada	International	United States	Pleasure	Visit Friends/ relatives
None	20	0	20	0	46	0	28	0
7 or more	28	0	28	50	0	0	39	0
Don't know/Unsure	52	0	52	50	54	100	33	100
TOTAL PARTIES:	1223	0	1223	681	542	167	882	341
MEAN	4.61	.	4.61	8.00	.00	.	4.61	.

TABLE 19a:

Did you use a rating system to help you choose accommodation in Nova Scotia?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	22	0	22	4	20	32	39	8	41	21	20
No	70	0	70	84	74	60	52	86	53	67	76
Not applicable	5	0	5	2	5	6	6	6	4	5	4
Refused	0	0	0	0	0	1	1	0	0	1	0
Don't know/Unsure	1	0	1	3	1	1	1	0	2	2	0
Did not answer	1	0	1	8	0	1	1	0	0	5	0
TOTAL PARTIES:	132317	0	132317	13278	74363	44453	28598	46306	42147	31568	11776

TABLE 19b:

What system did you use?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Canada Select	5	0	5	38	3	5	2	12	3	5	5
AAA/CAA	30	0	30	62	32	27	33	18	30	38	28
Star system(unspecified)	45	0	45	0	44	48	41	36	47	39	60
Doers & Dreamers Guide/2000 Guide	26	0	26	0	33	19	20	0	34	22	14
Travel agency/Check In	4	0	4	0	0	7	10	0	3	2	16
Other	8	0	8	0	7	9	9	23	6	4	5
Don't know/Unsure	2	0	2	0	3	1	1	11	0	4	0
TOTAL PARTIES:	29676	0	29676	551	14814	14312	11209	3561	17211	6490	2414

TABLE 19c:

Overall, would you say that your accommodations were...

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
About the same as the rating system had led you to expect	66	0	66	100	61	70	65	81	61	62	83
Better than you had expected from the rating system	19	0	19	0	20	18	19	10	23	13	17
Worse than you had expected from the rating system	10	0	10	0	19	2	3	0	10	21	0
Don't know/Unsure	5	0	5	0	0	11	14	9	6	4	0
TOTAL PARTIES:	14700	0	14700	211	6985	7504	4902	1704	8581	2842	1573

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 20a:

For how many nights had you made reservations before arriving in Nova Scotia?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	25	0	25	28	24	25	19	18	19	44	20
1 to 2	18	0	18	25	20	13	15	21	14	18	23
3 to 4	22	0	22	32	24	16	15	32	21	13	14
5 to 6	13	0	13	3	13	16	19	14	17	3	20
7 or more	11	0	11	0	10	17	18	8	17	8	18
Don't know/Unsure	10	0	10	12	9	13	14	8	12	15	5
TOTAL PARTIES:	132317	0	132317	13278	74363	44453	28598	46306	42147	31568	11776
MEAN	3.26	.	3.26	1.99	3.15	3.85	4.08	3.18	4.12	1.85	4.06

TABLE 20b:

How did you make your reservations?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Called directly to the property	51	0	51	67	52	45	55	53	56	40	45
Travel agent/agency	12	0	12	0	11	15	10	17	9	6	8
Via the Internet	11	0	11	4	9	16	17	5	18	10	12
Check In Nova Scotia	8	0	8	4	9	8	9	1	13	8	17
Business/company made reservations	4	0	4	6	4	3	0	9	0	2	0
Family/Friends made arrangements	2	0	2	4	3	1	1	1	3	3	4
Conference/Convention	2	0	2	0	2	2	1	4	0	0	0
Used Doers & Dreamers Guide	1	0	1	0	1	1	1	0	1	4	0
AAA/CAA	0	0	0	0	0	0	0	0	1	0	0
Other	4	0	4	4	3	6	6	3	4	3	13
Don't know/Did not answer	14	0	14	13	13	15	14	12	12	28	5
TOTAL PARTIES:	99440	0	99440	9604	56486	33126	23108	37955	34003	17525	9437

TABLE 20c:

Did you experience any problems making your reservations?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	4	0	4	2	6	3	4	2	7	4	7
No	81	0	81	82	81	82	82	87	82	67	81
Don't know/Unsure	14	0	14	16	13	15	14	11	12	28	12
TOTAL PARTIES:	99440	0	99440	9604	56486	33126	23108	37955	34003	17525	9437

TABLE 20d:

What types of problems did you experience?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Check In Nova Scotia	42	0	42	0	54	13	15	31	46	80	0
Business/company made reservations	21	0	21	0	21	26	15	43	11	0	54
Via the Internet	17	0	17	100	7	30	35	57	0	0	46
Don't know/Did not answer	25	0	25	0	25	31	35	0	43	20	0
TOTAL PARTIES:	4434	0	4434	211	3258	965	840	794	2275	732	632

TABLE 20e:

Were you able to...

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Find comparable or better quality accommodation in the same	39	0	39	100	33	30	30	46	35	58	0
Find lower quality accommodation in the same area	49	0	49	0	67	0	0	54	65	42	0
Go outside the area to find accommodation	7	0	7	0	0	40	40	0	0	0	57
Other	5	0	5	0	0	30	30	0	0	0	43
TOTAL PARTIES:	2378	0	2378	211	1751	417	417	454	1049	584	292

TABLE 21a:

Did you experience any difficulties finding accommodations while in Nova Scotia?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	4	0	4	5	3	5	2	5	4	3	7
No	43	0	43	43	45	40	33	48	42	42	40
Don't know/Unsure	53	0	53	52	51	55	66	47	54	55	54
TOTAL PARTIES:	76945	0	76945	6674	43430	26841	16037	18176	26906	26051	5812

TABLE 21b:

Were you able to find accommodations in the area you wanted or did you have to go outside the area?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Same area	10	0	10	0	0	23	50	0	15	0	38
Went outside the area	73	0	73	100	83	54	0	75	55	100	62
Other	10	0	10	0	0	23	50	0	30	0	0
Don't know/Unsure	8	0	8	0	17	0	0	25	0	0	0
TOTAL PARTIES:	3090	0	3090	340	1458	1293	298	972	995	732	392

TABLE 24a:

Gender

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Male	41	0	41	45	40	43	40	62	41	30	38
Female	51	0	51	42	54	49	50	35	50	61	53
Missing	7	0	7	14	6	8	10	2	9	9	9
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 24b:

Age

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
15 -19 years	3	0	3	7	4	2	1	2	1	5	8
20 - 24 years	3	0	3	2	3	4	1	1	3	5	1
25 - 34 years	14	0	14	11	16	11	9	15	11	17	4
35 - 44 years	23	0	23	13	28	17	17	35	21	18	22
45 - 54 years	24	0	24	30	23	23	25	31	26	17	27
55 - 64 years	15	0	15	10	13	19	20	12	17	14	14
65 - 74 years	9	0	9	13	6	13	15	1	10	13	12
75 years and over	2	0	2	1	2	4	3	0	3	3	5
Don't know/Did not answer	6	0	6	14	5	7	8	2	8	8	7
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 25a:

Apart from this trip, have you visited Nova Scotia before?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	58	0	58	77	69	33	33	74	26	72	48
No	33	0	33	7	25	55	53	22	61	18	47
Don't know/Did not answer	9	0	9	16	6	12	14	5	12	10	6
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 25b:

[AMONG THOSE WHO HAVE VISITED NOVA SCOTIA] In what year was your most recent visit?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Before 1990	8	0	8	1	9	8	6	5	16	8	8
1990 to 1992	3	0	3	0	3	5	2	1	6	4	2
1993 to 1995	7	0	7	8	7	5	6	7	10	7	2
1996 to 1998	25	0	25	23	25	22	24	13	19	32	30
1999	29	0	29	19	28	40	36	24	20	33	44
2000	27	0	27	49	26	21	25	50	25	16	15
Don't know/Did not answer	1	0	1	0	1	0	0	0	4	0	0
TOTAL VISITORS 15+	208982	0	208982	25666	146443	36873	22916	64650	25005	106210	12874

TABLE 26a:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

HIKING IN REMOTE WILDERNESS AREAS

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	0	87	87	91	81	83	96	80	88	85
1	5	0	5	6	4	7	7	2	8	5	6
2	3	0	3	0	2	5	4	0	5	2	4
3	1	0	1	0	1	2	2	0	3	1	0
4 or more	2	0	2	0	2	4	3	0	3	2	5
Don't know/Did not answer	2	0	2	6	1	2	2	2	2	2	0
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.3	.	.3	.1	.2	.6	.4	.1	.6	.2	.5

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 26b:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

LEISURELY WALKING OR HIKING

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	23	0	23	45	21	20	16	45	10	19	19
1	16	0	16	14	16	16	15	17	14	16	14
2	12	0	12	15	11	12	13	10	11	12	14
3	11	0	11	12	12	9	9	9	11	12	9
4 or more	37	0	37	8	40	41	44	18	53	38	43
Don't know/Did not answer	2	0	2	6	1	2	3	2	1	2	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	3.8	.	3.8	1.2	4.1	4.1	4.2	2.4	4.7	4.1	4.3

TABLE 26c:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOLFING (NOT INCLUDING MINI-GOLF)

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	90	0	90	89	90	91	89	91	91	88	93
1	4	0	4	4	5	5	6	4	2	7	4
2	2	0	2	0	2	1	1	2	3	1	0
3	1	0	1	0	1	1	1	0	1	1	0
4 or more	1	0	1	0	1	1	1	1	1	1	2
Don't know/Did not answer	2	0	2	6	1	2	3	2	1	2	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.2	.	.2	.0	.2	.1	.2	.1	.2	.2	.1

TABLE 26_1:

[FOR BUSINESS TRAVELERS ONLY] Did you participate in any other outdoor activities?

	Overall		Mode of Travel	Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	22	0	22	13	23	25	21	22
No	75	0	75	84	76	66	66	75
Don't know/Did not answer	2	0	2	3	1	9	12	2
TOTAL VISITORS 15+	87718	0	87718	11105	59812	16800	9744	87718

TABLE 26d:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

A BOAT TOUR FOR WHALE AND SEABIRD WATCHING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	88	0	88	83	94	80	84	78	83	93	87
1	8	0	8	7	5	15	11	11	14	4	10
2	1	0	1	0	0	2	1	0	2	0	1
3	0	0	0	0	0	0	0	0	1	0	0
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146692	26924
Mean	.1	.	.1	.1	.1	.2	.1	.1	.2	.0	.1

TABLE 26e:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

OTHER FISHING OR SIGHTSEEING BOAT TOUR

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	81	0	81	83	82	79	79	68	77	86	81
1	13	0	13	7	14	14	14	20	17	9	15
2	3	0	3	0	3	3	3	2	4	2	1
3	0	0	0	0	0	0	0	0	0	0	1
4 or more	0	0	0	0	0	1	0	0	0	0	1
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.2	.	.2	.1	.2	.3	.2	.3	.3	.2	.3

TABLE 26f:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

MOUNTAIN BIKING/CYCLING

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	92	0	92	85	94	92	92	83	92	94	95
1	3	0	3	5	4	1	1	7	4	2	0
2	1	0	1	0	0	1	1	0	1	1	0
3	0	0	0	0	0	0	0	0	0	0	3
4 or more	1	0	1	0	1	2	2	0	2	1	0
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.2	.	.2	.1	.1	.3	.2	.1	.3	.1	.1

TABLE 26g:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOING TO AN OCEAN BEACH FOR EXPLORING OR BEACH COMBING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	49	0	49	65	49	47	46	37	42	54	57
1	19	0	19	20	20	19	19	32	20	18	15
2	12	0	12	2	13	11	13	18	15	9	8
3	6	0	6	0	6	8	8	1	8	6	6
4 or more	11	0	11	2	11	12	10	1	14	10	13
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	1.4	.	1.4	.4	1.4	1.8	1.5	.9	1.7	1.2	1.9

TABLE 26h:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOING TO AN OCEAN BEACH FOR SWIMMING/SUNBATHING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	82	0	82	83	81	83	87	82	79	83	86
1	9	0	9	7	9	8	6	4	11	8	9
2	3	0	3	0	4	3	2	3	6	2	2
3	1	0	1	0	2	1	1	0	1	2	1
4 or more	2	0	2	0	2	2	2	0	2	3	1
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.3	.	.3	.1	.4	.3	.2	.1	.4	.3	.3

TABLE 26i:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

FRESHWATER CANOEING/KAYAKING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	95	0	95	90	97	91	94	87	95	96	97
1	2	0	2	0	1	3	2	0	2	2	2
2	0	0	0	0	0	1	0	0	1	0	0
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	1	0	3	1	0	0
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.1	.	.1	.0	.1	.1	.1	.7	.1	.0	.0

TABLE 26j:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

SEA KAYAKING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	95	0	95	85	97	94	94	89	97	95	96
1	1	0	1	5	0	2	2	1	1	2	0
2	0	0	0	0	0	1	1	0	1	1	0
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	1	0	0	0	0	0	2
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.0	.	.0	.1	.0	.0	.0	.0	.0	.1	.1

TABLE 26k:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

BIRDING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	0	87	88	90	82	84	84	83	90	90
1	4	0	4	2	4	5	5	4	6	3	2
2	2	0	2	0	1	4	5	1	5	1	2
3	1	0	1	0	1	1	1	0	1	1	0
4 or more	3	0	3	0	2	4	2	0	4	2	5
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.5	.	.5	.0	.4	.8	.3	.1	.7	.3	.5

TABLE 26l:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

NATURE OBSERVATION (VIEWING TIDES, FOSSIL HUNTING, WILDLIFE AND PLANT OBSERVATION

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	54	0	54	74	55	49	48	51	45	61	53
1	18	0	18	12	17	20	20	20	21	17	13
2	10	0	10	2	11	10	12	15	14	7	11
3	4	0	4	0	4	5	6	1	5	3	3
4 or more	11	0	11	2	12	13	11	2	14	10	18
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	1.5	.	1.5	.3	1.5	1.9	1.4	.7	1.8	1.3	2.3

TABLE 26m:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

VISIT A NATIONAL OR PROVINCIAL NATURAL PARK

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	50	0	50	66	55	38	40	52	30	62	48
1	30	0	30	22	28	36	34	35	36	24	41
2	11	0	11	0	10	16	16	0	22	7	5
3	3	0	3	2	3	4	3	0	5	2	2
4 or more	3	0	3	0	3	3	4	3	4	2	3
Don't know/Did not answer	3	0	3	10	1	3	3	10	1	2	1
TOTAL VISITORS 15+	291396	0	291396	23923	166510	100584	63192	21682	95084	146892	26924
Mean	.8	.	.8	.3	.8	1.0	1.0	1.1	1.2	.6	.8

TABLE 27a:

Why did you not golf while in Nova Scotia

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Do not golf	53	0	53	47	53	57	53	37	58	62	52
No time/Didn't take the time	32	0	32	36	35	26	26	52	27	23	38
Weather	3	0	3	2	3	3	3	8	1	1	5
Didn't bring my clubs	2	0	2	0	2	4	5	1	5	2	2
Hate golf/Didn't want to golf	1	0	1	4	0	0	0	1	1	0	0
Wasn't aware of the location of golf courses in NS	1	0	1	0	1	1	1	1	0	1	1
Health problems	0	0	0	0	0	0	0	0	0	1	0
Too old to golf	0	0	0	0	0	0	0	0	1	0	0
Price	0	0	0	0	0	1	1	0	1	0	0
Wasn't aware of the quality of golf courses in NS	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	1	0	1	1	2	1	1	2	0
Don't know/No answer	9	0	9	14	7	9	10	7	8	11	4
TOTAL VISITORS 15+	328933	0	328933	31803	192603	104147	63519	81706	88048	132903	25462

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 27b:

What would encourage you to golf (golf more often) in Nova Scotia

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Lower prices	17	0	17	100	10	19	13	29	17	14	0
If had more time/vacation time	8	0	8	0	9	7	9	23	0	7	0
More information	7	0	7	0	9	3	4	0	9	9	0
Better weather	6	0	6	0	6	8	10	15	8	2	0
More golf courses	1	0	1	0	0	3	4	0	4	0	0
Better quality of golf courses	1	0	1	0	0	3	4	0	4	0	0
Other	7	0	7	0	6	10	8	0	13	8	0
Nothing	36	0	36	0	43	26	27	22	37	42	38
Don't know/No answer	20	0	20	0	22	20	20	11	18	21	62
TOTAL VISITORS 15+	28499	0	28499	1453	19577	7469	6108	6012	7036	13989	1462

TABLE 28a:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ANTIQUE SHOPS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	55	0	55	69	54	53	45	78	44	48	59
1	14	0	14	10	15	12	15	8	14	18	14
2	10	0	10	10	10	10	13	7	13	10	3
3	8	0	8	5	8	9	9	1	12	9	8
4 or more	12	0	12	1	13	14	15	6	15	13	16
Don't know/Did not answer	2	0	2	5	0	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	1.4	.	1.4	.6	1.4	1.5	1.7	.6	1.9	1.5	1.6

TABLE 28b:

On this trip to Nova Scotia, how many times did you participate in the following activities?

CRAFT SHOPS OR STUDIOS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	33	0	33	52	33	27	26	57	17	29	34
1	18	0	18	11	16	22	24	15	21	18	12
2	15	0	15	18	15	13	15	12	19	15	7
3	10	0	10	11	9	12	12	5	12	11	16
4 or more	23	0	23	3	26	23	19	10	30	25	30
Don't know/Did not answer	2	0	2	5	0	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	2.5	.	2.5	1.1	2.5	2.7	2.4	1.3	3.3	2.6	2.8

TABLE 28c:

On this trip to Nova Scotia, how many times did you participate in the following activities?

OTHER SHOPPING

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	31	0	31	28	35	26	27	52	28	24	20
1	18	0	18	28	16	19	21	21	16	19	11
2	19	0	19	23	19	18	19	15	14	23	32
3	12	0	12	11	12	12	12	6	16	14	8
4 or more	17	0	17	6	16	22	17	5	26	18	28
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	2.2	.	2.2	1.5	2.0	2.6	2.1	1.0	2.6	2.4	3.3

TABLE 28e:

On this trip to Nova Scotia, how many times did you participate in the following activities?

NATIONAL OR PROVINCIAL HISTORICAL SITES

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	44	0	44	69	48	30	31	66	19	48	38
1	25	0	25	20	23	30	28	23	25	26	20
2	15	0	15	6	15	19	18	4	28	13	20
3	6	0	6	0	6	7	9	2	11	5	5
4 or more	8	0	8	0	8	11	10	3	15	5	16
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	1.3	.	1.3	.3	1.3	1.6	1.6	.9	2.0	1.0	1.8

TABLE 28f:

On this trip to Nova Scotia, how many times did you participate in the following activities?

MUSEUMS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	53	0	53	71	57	40	38	78	29	56	35
1	24	0	24	22	23	26	27	14	30	26	25
2	12	0	12	0	12	17	17	5	22	8	25
3	4	0	4	1	3	7	7	2	8	3	5
4 or more	5	0	5	0	4	7	7	0	10	3	9
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.9	.	.9	.3	.8	1.3	1.3	.3	1.5	.8	1.6

TABLE 28g:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ART GALLERIES

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	74	0	74	89	75	68	64	87	61	75	75
1	12	0	12	5	11	15	16	6	16	12	12
2	8	0	8	1	9	9	12	2	16	7	8
3	2	0	2	0	3	3	4	1	4	2	2
4 or more	2	0	2	0	2	2	1	3	2	2	1
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.5	.	.5	.1	.5	.6	.7	.3	.7	.4	.5

TABLE 28h:

On this trip to Nova Scotia, how many times did you participate in the following activities?

SPECIAL EVENTS/FESTIVALS

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	71	0	71	75	71	70	70	83	67	70	51
1	19	0	19	14	20	20	19	9	25	21	23
2	3	0	3	3	4	3	3	3	4	2	9
3	2	0	2	3	2	2	2	2	1	3	6
4 or more	2	0	2	0	3	2	2	2	1	2	9
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.4	.	.4	.3	.5	.4	.4	.3	.4	.4	1.0

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 28i:

On this trip to Nova Scotia, how many times did you participate in the following activities?

NIGHTCLUBS/LOUNGES/PUBS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	55	0	55	64	52	58	52	48	57	57	53
1	15	0	15	10	17	11	14	22	13	12	12
2	13	0	13	15	13	12	14	14	14	10	19
3	5	0	5	1	6	6	8	6	7	6	1
4 or more	11	0	11	5	12	10	9	9	9	12	15
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	1.3	.	1.3	.8	1.3	1.4	1.5	1.3	1.2	1.2	1.4

TABLE 28j:

On this trip to Nova Scotia, how many times did you participate in the following activities?

CASINOS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	75	0	75	73	74	78	71	76	78	71	80
1	16	0	16	20	17	14	18	16	13	19	16
2	4	0	4	1	5	4	5	5	3	5	2
3	1	0	1	0	2	1	1	1	2	1	0
4 or more	1	0	1	1	2	1	1	1	2	2	0
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.4	.	.4	.3	.4	.3	.4	.3	.4	.4	.2

TABLE 28k:

On this trip to Nova Scotia, how many times did you participate in the following activities?

GUIDED TOURS

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	86	0	86	95	89	78	76	91	77	91	81
1	8	0	8	0	7	14	16	7	16	4	6
2	2	0	2	0	2	3	3	1	4	1	6
3	0	0	0	0	0	1	0	0	1	0	1
4 or more	1	0	1	0	1	1	1	0	1	0	5
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.2	.	.2	.0	.2	.3	.4	.1	.3	.1	.5

TABLE 28l:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ATTEND SPORTS EVENTS

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	82	0	82	75	83	85	85	93	89	73	74
1	5	0	5	7	6	5	5	5	5	6	7
2	2	0	2	6	1	1	1	0	3	2	3
3	1	0	1	1	1	1	1	0	0	2	5
4 or more	7	0	7	6	8	6	5	0	2	15	9
Don't know/Did not answer	2	0	2	5	1	3	3	1	1	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924
Mean	.8	.	.8	.5	.9	.7	.6	.1	.2	1.6	1.4

TABLE 28d:

On this trip to Nova Scotia, did you participate in the following activities?

GENERAL SIGHTSEEING

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	78	0	78	59	76	87	85	52	94	80	91
No	20	0	20	36	24	10	11	46	4	17	7
Don't know/Did not answer	2	0	2	5	1	3	4	2	1	3	2
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 28m:

On this trip to Nova Scotia, did you participate in the following activities?

VISIT FRIENDS OR FAMILY LIVING IN NOVA SCOTIA

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	56	0	56	78	63	38	36	30	29	91	54
No	42	0	42	17	37	58	61	69	70	6	44
Don't know/Did not answer	2	0	2	5	1	3	4	2	1	3	2
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 28_1:

[FOR BUSINESS TRAVELERS ONLY] Did you participate in any other activities?

	Overall	Mode of Travel		Residence				Trip Purpose
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	19	0	19	15	21	15	13	19
No	80	0	80	85	79	79	77	80
Don't know/Did not answer	1	0	1	0	0	6	10	1
TOTAL VISITORS 15+	87718	0	87718	11105	59812	16800	9744	87718

TABLE 28n:

On this trip to Nova Scotia, how many times did you participate in the following activities?

LIVE PERFORMING MUSIC/DANCE PRESENTATIONS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	63	0	63	63	59	69	68	29	64	68	51
1	22	0	22	21	25	18	18	32	22	21	23
2	6	0	6	7	7	5	6	22	6	3	12
3	2	0	2	2	2	2	1	4	4	1	2
4 or more	3	0	3	0	4	2	2	7	2	2	8
Don't know/Did not answer	4	0	4	7	3	5	5	5	2	4	3
TOTAL VISITORS 15+	287592	0	287592	23776	165064	98373	62154	17879	95084	146892	26924
Mean	.7	.	.7	.4	.7	.7	.9	1.3	.8	.4	1.0

TABLE 28o:

On this trip to Nova Scotia, how many times did you participate in the following activities?

LIVE PERFORMING THEATRE PRESENTATIONS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	88	0	88	88	88	89	88	82	91	88	90
1	7	0	7	5	8	5	6	12	5	7	7
2	1	0	1	0	0	1	1	0	1	0	0
4 or more	0	0	0	0	1	0	0	0	1	0	0
Don't know/Did not answer	4	0	4	7	3	5	5	5	2	4	3
TOTAL VISITORS 15+	287592	0	287592	23776	165064	98373	62154	17879	95084	146892	26924
Mean	.1	.	.1	.1	.1	.1	.1	.1	.1	.1	.1

TABLE 28q:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ATTEND CLASSES FOR FUN AND LEARNING IN AREAS SUCH AS DANCE, THEATRE, LANGUAGE, MUSIC, OR NATURE

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	95	0	95	93	97	94	94	91	97	96	94
1	0	0	0	0	0	1	0	0	0	0	2
3	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	4	0	0	1
Don't know/Did not answer	4	0	4	7	3	5	5	5	2	4	3
TOTAL VISITORS 15+	287592	0	287592	23776	165064	98373	62154	17879	95084	146892	26924
Mean	.1	.	.1	.0	.1	.0	.0	.8	.0	.0	.1

TABLE 28r:

On this trip to Nova Scotia, how many times did you participate in the following activities?

RESEARCH FAMILY HISTORY

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	89	0	89	90	88	92	92	95	95	86	89
1	4	0	4	3	6	2	2	0	3	6	3
2	2	0	2	0	3	0	0	0	0	3	0
3	1	0	1	0	1	0	1	0	0	1	1
4 or more	0	0	0	0	1	0	0	0	0	0	4
Don't know/Did not answer	4	0	4	7	3	5	5	5	2	4	3
TOTAL VISITORS 15+	287592	0	287592	23776	165064	98373	62154	17879	95084	146892	26924
Mean	.1	.	.1	.0	.2	.1	.1	.0	.0	.2	.6

TABLE 28p:

On this trip to Nova Scotia, did you participate in the following activities?

ELDER HOSTELS

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	1	0	1	0	1	1	1	0	1	0	3
No	33	0	33	45	27	42	45	14	35	35	33
Don't know/Did not answer	66	0	66	55	73	57	54	86	64	65	63
TOTAL VISITORS 15+	287592	0	287592	23776	165064	98373	62154	17879	95084	146892	26924

TABLE 29:

Which of the following attractions did you visit during your stay in Nova Scotia?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Halifax Waterfront	70	0	70	53	70	74	73	70	86	60	68
Peggy's Cove	37	0	37	14	33	50	49	19	64	28	43
Acadian community, site, event or festival	26	0	26	10	21	39	42	7	50	23	21
Scottish/Gaelic/Celtic community, site, event or festival	20	0	20	5	17	32	32	2	39	18	28
Pier 21	14	0	14	10	15	15	13	9	18	13	27
Events of Tall Ships 2000	11	0	11	7	13	7	7	8	11	11	19
Aboriginal community, site, event or festival	4	0	4	1	3	6	6	0	9	3	2
Tattoo	3	0	3	7	2	4	4	1	4	2	15
Celtic Colours	2	0	2	1	2	3	3	1	4	2	1
Black cultural community, site, event or festival	0	0	0	1	0	0	0	0	0	1	1
Don't know/No answer	21	0	21	37	21	17	18	26	7	28	20
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 30a:

Overall, what did you like MOST about your visit to Nova Scotia?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Oppnrtunity to visit friends/relatives	22	0	22	30	26	11	13	5	3	46	9
General scenery/sightseeing	20	0	20	9	19	25	23	21	26	16	19
Friendliness of the people	15	0	15	9	14	17	17	23	17	7	17
Coastal scenery	13	0	13	4	14	15	19	11	19	10	15
Other main reason	7	0	7	17	6	6	5	11	6	5	8
A specific area or location of Nova Scotia	7	0	7	7	8	5	6	8	11	3	6
Tall Ships 2000	3	0	3	3	3	1	1	2	2	4	1
Good weather	2	0	2	0	3	1	1	3	1	2	2
Cleanliness/untouched/unspoiled	1	0	1	3	0	2	1	0	2	1	4
Sense of security/safety	1	0	1	5	1	1	0	1	1	1	4
Nature viewing (tides, fossils, wildlife, plants)	1	0	1	0	1	1	1	1	1	0	0
Not Crowded	1	0	1	0	1	1	1	2	1	0	1
Quality of the service	1	0	1	1	1	0	0	3	0	0	1
A specific festival/event	0	0	0	0	0	1	1	0	0	0	6
Quality of the accommodations	1	0	1	2	0	0	0	2	0	0	0
Cultural	0	0	0	0	0	1	1	1	1	0	1
Lobster	0	0	0	0	0	0	0	0	1	0	1
Researching Family history/genealogy	0	0	0	0	1	0	0	0	0	1	0
Shopping	0	0	0	3	0	0	0	0	0	1	0
National/provincial historic site	0	0	0	0	0	0	0	1	0	0	0
Opportunity to enjoy the outdoors	0	0	0	0	0	1	0	0	1	0	1
Other food	0	0	0	0	0	1	1	1	0	0	0
Going to an ocean beach to explore/beachcomb	0	0	0	0	0	0	0	0	0	0	0
Museums	0	0	0	0	0	0	0	0	0	0	0
Visit national/provincial natural park	0	0	0	0	0	0	0	0	1	0	0
Boat tour for whale/seabird	0	0	0	0	0	0	0	0	1	0	0
Opportunity to learn about/enjoy history	0	0	0	0	0	0	0	0	0	0	1
A specific attraction/museum	0	0	0	0	0	0	0	0	0	0	0
Nightclub, lounge, pub	0	0	0	0	0	0	0	0	0	0	0
Guided tour (not including boat tour)	0	0	0	0	0	0	0	0	0	0	0
Attend sport event	0	0	0	1	0	0	0	0	0	0	0
Birding	0	0	0	0	0	0	0	0	0	0	0
Live performing music or dance	0	0	0	0	0	0	0	0	0	0	0
Quality of the cultural events	0	0	0	0	0	0	0	0	0	0	0
Sea Kayaking	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	3	0	3	5	1	5	5	3	2	3	2
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 30a_1:

Overall, what did you like MOST about your visit to Nova Scotia?

A specific area or location of Nova Scotia

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Halifax	38	0	38	80	40	13	13	60	26	33	29
Cabot Trail	19	0	19	0	15	38	19	8	26	29	0
Mahone Bay/Lunenburg/South Shore	15	0	15	0	20	9	14	13	20	14	0
Cape Breton	11	0	11	0	8	22	27	3	9	11	53
Bay of Fundy	6	0	6	20	6	0	0	12	6	0	0
Peggy's Cove	2	0	2	0	2	4	6	3	3	0	0
Digby	3	0	3	0	4	0	0	0	6	0	0
Evangeline/Annapolis Valley/Royal	3	0	3	0	4	0	0	0	0	13	0
Yarmouth	1	0	1	0	0	5	8	0	0	0	18
Other	2	0	2	0	0	8	13	0	5	0	0
TOTAL VISITORS 15+:	24352	0	24352	2430	15929	5992	3892	7190	10383	5080	1699

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 30b:

Is there anything else you liked about Nova Scotia?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Friendliness of the people	27	0	27	14	27	32	34	26	31	26	26
General scenery/sightseeing	27	0	27	24	28	27	27	26	24	28	33
Coastal scenery	25	0	25	9	26	29	28	18	26	28	30
No Other reason	13	0	13	35	11	11	11	23	8	12	8
Not Crowded	9	0	9	4	7	14	13	8	9	9	9
Other main reason	9	0	9	4	9	10	9	6	10	10	8
Opportunity to visit friends/relatives	9	0	9	7	10	6	6	3	5	14	8
Cleanliness/untouched/unspoiled	8	0	8	3	6	13	11	8	10	6	10
A specific area or location of Nova Scotia	7	0	7	4	7	10	10	4	12	7	7
Good weather	6	0	6	7	5	6	5	4	4	8	7
Lobster	4	0	4	0	5	4	5	2	4	6	3
Tall Ships 2000	4	0	4	3	6	1	2	4	3	3	17
Sense of security/safety	3	0	3	1	3	4	3	4	2	3	8
Opportunity to enjoy the outdoors	3	0	3	3	2	4	2	3	2	4	4
Seafood/fish	3	0	3	0	3	3	3	2	3	3	2
Leisurely walking or hiking	2	0	2	0	1	5	4	2	2	3	5
Nature viewing (tides, fossils, wildlife, plants)	2	0	2	0	1	5	5	1	5	1	6
Other food	2	0	2	0	3	2	3	3	1	3	1
Shopping	2	0	2	7	2	2	2	2	1	3	2
Golf	2	0	2	3	2	1	2	2	0	2	7
Cultural	2	0	2	1	1	3	2	2	2	2	2
National/provincial historic site	2	0	2	0	2	3	3	2	3	1	2
Going to an ocean beach to explore/beachcomb	2	0	2	0	1	3	2	1	3	1	2
Museums	2	0	2	0	1	3	3	0	3	2	1
Antique shops	2	0	2	0	2	2	1	3	1	1	2
Quality of the accommodations	1	0	1	0	2	1	2	3	2	0	3
Craft shops or studio	1	0	1	0	2	1	1	2	1	2	1
Quality of the service	1	0	1	3	1	2	2	2	1	2	1
Diversity of cultures	1	0	1	3	1	2	1	1	2	1	2
Casino	1	0	1	2	1	1	1	3	1	1	1
Opportunity to learn about/enjoy history	1	0	1	3	1	1	0	2	1	0	4
Quality of the cultural events	1	0	1	1	1	2	1	1	1	0	6
Halifax Waterfront/downtown Halifax	1	0	1	1	1	1	0	2	1	1	1
Nightclub, lounge, pub	1	0	1	0	1	0	0	1	1	1	1
Visit national/provincial natural park	1	0	1	0	0	2	1	0	2	0	1
Relaxing/restful/peaceful	1	0	1	0	1	1	1	0	0	1	1
Art gallery	1	0	1	0	1	1	1	1	1	0	1
A specific festival/event	1	0	1	0	1	0	1	0	1	0	3
Live performing music or dance	1	0	1	0	0	1	1	0	1	1	0

(cont.)

TABLE 30b:

Is there anything else you liked about Nova Scotia?

	Overall		Mode of Travel	Residence			Trip Purpose				
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
A specific attraction/museum	0	0	0	0	0	1	1	0	1	0	2
Boat tour for whale/seabird watching	0	0	0	0	0	1	1	1	1	0	0
Wilderness hiking	0	0	0	0	0	1	0	0	1	1	1
Courteous/Friendly drivers	0	0	0	0	0	1	0	0	0	1	1
Going to an ocean beach for swimming/sunbathing	0	0	0	0	0	1	0	0	0	1	0
Fall leaves/colour	0	0	0	0	1	0	0	0	0	1	0
Researching Family history/genealogy	0	0	0	0	1	0	0	0	0	0	2
The Tattoo	0	0	0	0	0	1	1	0	0	0	1
Sea Kayaking	0	0	0	0	0	0	0	0	0	0	2
Highways	0	0	0	0	0	0	0	0	0	0	2
Fishing/sightseeing boat tour	0	0	0	0	0	0	1	0	1	0	0
Lighthouses	0	0	0	0	0	1	1	0	1	0	0
Freshwater canoeing/kayaking	0	0	0	0	0	0	0	0	1	0	0
Easy to drive/get around	0	0	0	0	0	0	0	0	1	0	0
Signage	0	0	0	0	0	0	0	0	1	0	0
Scollops	0	0	0	0	0	0	0	0	0	0	1
Exchange rate with American dollar	0	0	0	0	0	0	1	0	0	0	0
Mountain biking/Cycling	0	0	0	0	0	0	0	0	1	0	0
Elderhostel	0	0	0	0	0	0	0	0	0	0	1
Attend sport event	0	0	0	0	0	0	0	0	0	0	1
Pier 21	0	0	0	0	0	0	0	0	0	0	0
Everything	0	0	0	0	0	0	0	0	0	0	0
Birding	0	0	0	0	0	0	0	0	0	0	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 30ba:

Is there anything else you liked about Nova Scotia?

A specific area or location of Nova Scotia

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Cabot Trail	38	0	38	0	32	51	58	7	64	18	32
Cape Breton	23	0	23	0	20	30	29	0	33	21	16
Peggy's Cove	14	0	14	0	11	20	24	34	6	13	32
Annapolis Valley/Royal	15	0	15	78	12	10	4	0	12	25	0
Halifax	12	0	12	0	16	8	7	40	2	7	52
Bay of Fundy	11	0	11	0	13	11	11	0	17	11	0
South Shore/Yarmouth/ Lunenburg	6	0	6	0	10	3	0	9	6	7	0
Louisbourg	1	0	1	0	0	2	0	0	2	0	0
Other	8	0	8	22	5	9	7	9	12	3	0
TOTAL VISITORS 15+:	25821	0	25821	1453	13720	10648	6756	3335	11456	9463	1567

TABLE 31a:

Where is Nova Scotia's greatest need for improvement?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Improve roads/highways	21	0	21	19	22	20	20	10	26	26	13
Reduce taxes	6	0	6	5	5	8	10	7	5	6	3
Signs should be easier to read/follow	4	0	4	6	4	5	6	4	9	2	1
Improve economy/ Employment/More jobs	3	0	3	0	4	2	2	2	0	6	0
More road signs	3	0	3	1	4	2	1	1	4	2	11
Reduce price of gas	2	0	2	1	1	2	3	1	2	2	3
Improve cleanliness(Halifax Harbour, city streets)	2	0	2	4	2	0	0	2	1	2	0
Reduce price of accommodation/food	1	0	1	1	2	1	1	1	1	2	2
More accommodation required	1	0	1	3	1	0	0	0	1	1	0
Improved restaurants/more restaurants/better quality food	1	0	1	0	1	1	1	1	1	1	1
Improve transportation (public)	1	0	1	0	0	2	1	1	1	0	1
Improve quality of service	1	0	1	0	1	0	0	1	1	0	0
Reduce prices overall	1	0	1	1	1	0	0	1	0	1	0
Reduce transportation cost (airfare, ferry)	1	0	1	0	1	0	0	1	0	1	0
People need to be friendlier/more courteous	0	0	0	1	0	0	0	0	1	0	2
Improve quality of accommodations	0	0	0	0	0	0	1	0	1	0	0
More reststops/restrooms/ washrooms along the highways	0	0	0	0	0	0	0	0	0	0	2
Sunday Shopping/Extended Business hours	0	0	0	0	0	0	0	0	0	0	0
Better ferry service	0	0	0	0	0	0	0	0	0	0	0
Eliminate Toll-boths	0	0	0	0	0	0	0	0	0	0	0
Less delays due to road construction	0	0	0	0	0	0	0	0	0	0	0
Other	16	0	16	15	15	19	15	20	14	13	27
Nothing	33	0	33	34	34	31	31	44	28	29	33
Don't know/Did not answer	3	0	3	9	1	5	5	3	3	3	1
TOTAL VISITORS 15+	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 31b:

Is there anything else Nova Scotia could improve?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Improve roads/highways	5	0	5	1	6	5	5	2	6	6	5
Signs should be easier to read/follow	4	0	4	0	3	6	7	3	7	3	0
Reduce taxes	3	0	3	0	4	3	4	2	3	4	5
More road signs	3	0	3	7	3	2	2	2	3	4	2
Reduce price of gas	3	0	3	2	3	2	3	4	3	2	0
Reduce price of accommodation/food	1	0	1	1	1	0	0	1	1	1	1
Improve transportation (public)	1	0	1	3	1	0	0	2	1	0	0
Improved restaurants/more restaurants/better quality food	1	0	1	0	1	1	0	2	1	0	2
Reduce prices overall	1	0	1	0	1	1	1	1	1	1	0
More accommodation required	1	0	1	0	1	1	1	0	1	1	2
Improve cleanliness(Halifax Harbour, city streets)	0	0	0	0	1	0	0	0	0	1	0
Improve quality of accommodations	0	0	0	0	0	1	1	0	1	0	1
Improve economy/Employement/More jobs	0	0	0	0	1	0	0	0	0	1	1
Reduce transportation cost (airfare, ferry)	0	0	0	0	0	0	0	0	0	1	1
People need to be friendlier/more courteous	0	0	0	0	0	0	0	1	1	0	0
Improve quality of service	0	0	0	0	0	0	0	0	0	0	1
Better ferry service	0	0	0	1	0	0	0	0	0	0	0
Sunday Shopping/Extended Business hours	0	0	0	0	0	0	0	0	0	0	0
Better maps/Improved maps	0	0	0	0	0	0	0	0	0	0	0
Other	8	0	8	5	7	12	12	4	12	9	10
Nothing	75	0	75	84	76	71	69	85	68	74	78
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 32a:

Prior to your visit to Nova Scotia, did you or did anyone in your party read or hear advertising promoting NS as a vacation destination in 2000?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	50	0	50	64	58	30	34	47	46	55	48
No	47	0	47	31	40	64	60	51	51	41	49
Don't know/Unsure	3	0	3	5	2	6	6	2	3	4	2
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 32b:

Do you recall where you saw or heard this advertising?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
TV advertising	54	0	54	73	60	23	26	51	43	62	54
Newspaper	34	0	34	30	35	34	39	26	40	34	41
Magazine article	29	0	29	14	30	36	32	30	35	23	44
Internet/Worldwide Web	14	0	14	8	13	24	23	15	25	8	16
Radio	7	0	7	14	6	4	2	9	4	6	14
TV show	4	0	4	20	3	1	1	6	3	5	0
Direct Mail	4	0	4	0	4	3	4	6	4	3	0
Travel Show	1	0	1	0	1	4	4	2	1	1	7
Other	7	0	7	0	6	15	12	9	9	6	2
Don't know/Did not answer	2	0	2	0	2	2	1	1	2	2	0
TOTAL VISITORS 15+:	178999	0	178999	21322	123834	33843	23983	41049	43526	81369	13054

TABLE 33_1:

Before arriving in Nova Scotia, did you or anyone in your party...

Call a 1-800 number to request information

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	18	0	18	5	18	23	32	5	39	11	29
No	79	0	79	90	81	72	64	93	59	86	70
Don't know/Unsure	3	0	3	5	1	4	5	2	2	3	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 33_2:

Before arriving in Nova Scotia, did you or anyone in your party...

Contact a travel agent to request informtion or book a package tour

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	11	0	11	2	8	19	16	7	21	6	17
No	86	0	86	93	91	76	80	90	77	91	82
Don't know/Unsure	3	0	3	5	1	4	5	2	2	3	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 33_3:

Before arriving in Nova Scotia, did you or anyone in your party...

Use the Internet to find information about Nova Scotia

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	37	0	37	16	36	45	49	27	56	28	50
No	60	0	60	79	63	51	47	70	42	69	48
Don't know/Unsure	3	0	3	5	1	5	5	2	3	3	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 33_4:

Before arriving in Nova Scotia, did you or anyone in your party...

Request information through a Nova Scotia website

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	17	0	17	5	15	24	25	13	29	9	27
No	81	0	81	90	84	72	70	84	69	88	72
Don't know/Unsure	3	0	3	5	1	5	5	2	3	3	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 33_5:

Before arriving in Nova Scotia, did you or anyone in your party...

Book package tours over the Internet

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	1	0	1	0	1	3	3	1	2	1	1
No	96	0	96	95	98	92	92	97	95	96	98
Don't know/Unsure	3	0	3	5	1	5	5	2	3	3	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 33_6:

Before arriving in Nova Scotia, did you or anyone in your party...

Attend a travel show

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	1	0	1	0	1	1	1	1	1	0	3
No	97	0	97	95	98	94	94	97	96	97	95
Don't know/Unsure	3	0	3	5	1	5	5	2	3	3	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 34_1:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

Before arriving in Nova Scotia

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	3	0	3	0	2	5	5	2	6	1	4
No	90	0	90	86	91	88	87	88	90	91	91
Don't know/Unsure	8	0	8	14	7	7	8	10	5	8	4
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 34_2:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

When you first entered Nova Scotia

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	13	0	13	1	12	18	17	7	25	7	20
No	80	0	80	85	82	74	75	82	70	85	76
Don't know/Unsure	8	0	8	14	7	7	8	10	5	8	4
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 34_3:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

While travelling throughout the province

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	32	0	32	12	27	47	45	12	57	26	41
No	61	0	61	74	66	46	46	78	38	66	55
Don't know/Unsure	8	0	8	14	7	7	8	10	5	8	4
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 34:

How many times did you or anyone in your party visit a Visitor Information Center or Tourist Bureau while travelling in Nova Scotia?

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	8	0	8	0	8	9	8	0	8	9	14
1	33	0	33	71	35	27	25	42	26	40	31
2	33	0	33	29	39	28	34	50	33	34	19
3	9	0	9	0	8	11	12	2	13	3	14
4 or more	15	0	15	0	9	23	18	2	17	12	21
Don't know/Not sure	2	0	2	0	2	2	4	3	2	2	0
TOTAL VISITORS 15+:	113631	0	113631	3903	57550	52178	31583	10229	54518	37838	11045
MEAN	2.2	.	2.2	1.3	1.9	2.6	2.4	1.6	2.5	1.9	2.3

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 35_1:

While at the Visitor Information Centres, did you....

Consult with a staff member

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	87	0	87	66	85	90	88	73	93	83	86
No	13	0	13	34	15	10	12	27	7	17	14
Don't know/Unsure	0	0	0	0	0	0	1	0	0	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

TABLE 35_2:

While at the Visitor Information Centres, did you....

Obtain printed literature

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	94	0	94	73	95	93	94	91	96	92	90
No	6	0	6	27	5	6	5	9	3	8	10
Don't know/Unsure	0	0	0	0	0	0	1	0	0	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

TABLE 35_3:

While at the Visitor Information Centres, did you....

Other

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	2	0	2	0	1	3	3	2	1	3	2
No	98	0	98	100	99	97	96	98	99	97	98
Don't know/Unsure	0	0	0	0	0	0	1	0	0	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 36_1:

As a result of your visit(s) to the Visitor Information Centres, did you:

Extend your stay in the province

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	2	0	2	0	4	1	1	2	3	2	2
No	97	0	97	100	96	98	98	98	96	98	98
Don't know/Unsure	0	0	0	0	0	1	1	0	1	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

TABLE 36_2:

As a result of your visit(s) to the Visitor Information Centres, did you:

Learn about an event, activity or area of the province that you didn't know about before

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	60	0	60	66	58	62	70	38	65	60	63
No	40	0	40	34	42	37	29	62	35	40	37
Don't know/Unsure	0	0	0	0	0	1	1	0	1	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

TABLE 36_3:

As a result of your visit(s) to the Visitor Information Centres, did you:

Take part in an activity or event that you wouldn't have otherwise

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	25	0	25	54	23	25	29	11	28	23	33
No	74	0	74	46	77	74	70	89	71	77	67
Don't know/Unsure	0	0	0	0	0	1	1	0	1	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

TABLE 36_4:

As a result of your visit(s) to the Visitor Information Centres, did you:

Visit a part of the province that you wouldn't have visited otherwise

	Overall	Mode of Travel		Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	30	0	30	27	27	33	37	33	36	22	21
No	70	0	70	73	73	66	62	67	63	78	79
Don't know/Unsure	0	0	0	0	0	1	1	0	1	0	0
TOTAL VISITORS 15+:	127273	0	127273	4217	65267	57789	34552	14755	58857	40783	12879

TABLE 36:

As a result of your visit(s) to the Visitor Information Centres,

By how many nights did you extend your stay in the province?

	Overall	Mode of Travel		Residence			Trip Purpose			
		.	Airplane	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	35	0	35	43	0	0	0	42	50	0
1	44	0	44	43	50	0	100	58	0	0
2	21	0	21	15	50	100	0	0	50	100
TOTAL VISITORS 15+:	2883	0	2883	2386	498	249	355	1570	709	249
MEAN	.9	.	.9	.7	1.5	2.0	1.0	.6	1.0	2.0

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Air Only)

TABLE 37:

During your visit to Nova Scotia, did you or anyone in your party obtain information from a 'point of sale' kiosk that was not in a Visitor Information Centre or a tourist bureau?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	18	0	18	17	16	23	25	13	31	11	30
No	72	0	72	74	77	63	58	82	60	76	62
Don't know/Unsure	10	0	10	9	7	14	17	6	9	13	8
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 38a:

Did you or anyone in your party receive a copy of the 2000 Travel Guide?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	31	0	31	16	30	37	38	26	49	20	41
No	63	0	63	74	66	55	53	70	46	71	57
Don't know/Unsure	6	0	6	9	4	8	9	4	5	8	2
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 38b:

Did you receive the travel guide before leaving home in this trip?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	60	0	60	44	68	50	54	46	67	55	76
No	39	0	39	56	31	49	45	53	33	44	21
Don't know/Unsure	1	0	1	0	1	1	1	1	0	1	3
TOTAL VISITORS 15+:	110177	0	110177	5479	63595	41103	26200	22878	46514	29769	11017

TABLE 39a:

When travelling in Nova Scotia, what language do you most prefer to be served in?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
English	96	0	96	94	97	94	95	95	95	97	96
French	1	0	1	1	2	1	0	2	2	0	0
German	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	1	0	0	0	0	0
Don't know/Unsure	3	0	3	5	1	5	5	3	2	3	4
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 39b:

During your vacation to Nova Scotia, did you notice any programs designed to provide services specifically to French speaking visitors?

	Overall	Mode of Travel		Residence			Trip Purpose		
		.	Airplane	Atlantic Provinces	Other Canada	International	.	Business	Pleasure	Visit Friends/ relatives
Yes	32	0	32	0	35	34	0	32	44	0
No	39	0	39	100	35	33	0	49	43	0
Don't know/Unsure	29	0	29	0	31	34	0	20	13	100
TOTAL VISITORS 15+:	4355	0	4355	314	3300	740	0	1812	1883	661

TABLE 39c:

Can you recall the name of the program?

	Overall	Mode of Travel		Residence		Trip Purpose		
		.	Airplane	Other Canada	International	.	Business	Pleasure
Can't recall	100	0	100	100	100	0	100	100
TOTAL VISITORS 15+:	1391	0	1391	1143	249	0	571	820

TABLE 39d:

'Ici, on Parle Francais' is a program designed to meet the needs of French speaking visitors by highlighting to visitors those tourism operators and attractions that provide service in French. While in Nova Scotia, did you visit a restaurant, accommodation, attraction, VIC or other location where the 'Ici on Parle Francais' service was offered?

	Overall	Mode of Travel		Residence			Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	.	Business	Pleasure	Visit Friends/ relatives
Yes	26	0	26	100	17	33	0	17	43	0
No	47	0	47	0	63	0	0	83	30	0
Don't know/Unsure	27	0	27	0	20	67	0	0	26	100
TOTAL VISITORS 15+:	4355	0	4355	314	3300	740	0	1812	1883	661

TABLE 39e:

Overall, how satisfied were you with the 'Ici on Parle Francais' service offered at the locations you visited? Were you...

	Overall	Mode of Travel		Residence			Trip Purpose		
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	.	Business	Pleasure
Completely satisfied	22	0	22	0	0	100	0	0	30
Neither satisfied/dissatisfied	78	0	78	100	100	0	0	100	70
TOTAL VISITORS 15+:	1128	0	1128	314	571	243	0	314	814

TABLE 40:

Please indicate which of the following best describes the highest level of education attained within your household.

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
High school incomplete	1	0	1	6	1	1	0	0	1	2	2
High school complete	8	0	8	15	7	8	5	2	10	12	7
Some technical school/college	2	0	2	3	2	1	1	0	2	2	5
Technical school/college complete	10	0	10	10	11	9	9	11	6	12	14
Some university	9	0	9	10	10	8	9	7	8	11	6
University complete	66	0	66	51	68	68	71	77	70	57	64
Don't know/Unsure	3	0	3	5	1	5	5	2	2	4	1
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 41a:

Is your total annual household income (before taxes) greater than $40,000?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	83	0	83	71	85	84	86	91	85	77	85
No	9	0	9	16	8	8	5	3	9	13	8
Don't know/Unsure	8	0	8	13	7	8	8	6	6	11	7
TOTAL VISITORS 15+:	357431	0	357431	33257	212180	111616	69628	87718	95084	146892	26924

TABLE 41b:

And is it greater than $80,000?

	Overall		Mode of Travel	Residence				Trip Purpose			
		.	Airplane	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	63	0	63	51	62	67	71	73	67	53	57
No	36	0	36	49	37	31	29	25	31	46	43
Don't know/Unsure	1	0	1	0	2	1	1	1	2	1	0
TOTAL VISITORS 15+:	296924	0	296924	23551	179360	94013	60116	79666	81143	112535	22765

Appendix B

Tabular Results (Road Only)

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 1:

Average Number of People in Travel Party

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	15	15	16	3	20	9	9	9	37	6	14	15
2	51	51	50	64	45	53	67	68	42	62	46	53
3	13	13	14	9	14	16	7	7	12	8	16	14
4	14	14	14	15	13	18	12	11	8	19	13	15
5	5	5	4	8	5	3	4	4	0	4	8	2
6	1	1	1	1	1	0	1	1	0	1	2	0
7	0	0	0	0	0	0	0	0	0	0	1	0
8	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0
Not applicable	0	0	0	0	0	0	0	0	0	0	0	0
No answer	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL PARTIES:	452300	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668
Mean	2.5	2.5	2.5	2.6	2.5	2.6	2.4	2.4	1.9	2.6	2.6	2.4
Number 15+	2.1	2.1	2.1	2.2	2.1	2.2	2.2	2.2	1.7	2.3	2.1	2.1

TABLE 7:

In total, how many nights did you spend in Nova Scotia for this visit?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	17	17	18	8	23	10	9	9	33	12	12	27
2	20	20	20	15	26	10	14	15	23	16	17	30
3	18	18	19	7	22	10	18	18	23	15	20	14
4 to 5	17	17	17	17	14	19	23	24	12	25	16	12
6 to 10	18	18	17	36	11	33	22	22	7	24	23	9
11 or more	9	9	8	17	3	18	12	11	1	9	12	8
Don't know/No answer	1	1	1	1	1	2	1	1	0	0	0	0
TOTAL PARTIES:	452300	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668
MEAN	5.4	5.4	5.1	8.8	3.4	8.6	6.9	6.9	2.9	5.2	5.8	6.6

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 8:

What was your MAIN reason for coming to Nova Scotia for this visit?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Visit friends/relatives as part of a general vacation	30	30	31	24	34	35	13	13	0	0	77	0
General pleasure/recreation	27	27	25	51	14	28	67	68	0	100	0	0
Visit friends/relatives for other personal reasons (include weddings, funerals, etc.)	9	9	9	3	12	7	2	2	0	0	23	0
Personal business (medical/dental/bank)	6	6	7	0	10	4	0	0	45	0	0	0
Just passing through to another province/state	6	6	6	12	4	10	6	7	0	0	0	33
Other business (selling/purchasing/business meeting with associates or clients,	4	4	4	3	6	3	0	0	29	0	0	0
Convention/conference/association meeting	4	4	4	3	6	2	0	0	26	0	0	0
Tall Ships	2	2	2	0	2	2	1	1	0	0	0	10
To catch a flight/going to the airport/picking someone up	1	1	1	0	2	0	0	0	0	0	0	6
Family and other reunions	1	1	1	0	1	2	1	1	0	0	0	5
Visit your own cottage or vacation home	1	1	1	0	0	1	2	2	0	0	0	5
Honeymoon/second honeymoon/anniversary	1	1	1	0	0	1	1	1	0	0	0	3
Sporting event (general)	1	1	1	0	1	1	0	0	0	0	0	3
Attend a special festival/event/attraction	0	0	0	0	0	0	1	1	0	0	0	2
Shopping	0	0	0	0	1	0	0	0	0	0	0	2
Moving	0	0	0	0	1	0	0	0	0	0	0	2
Summersault 2000	0	0	0	0	1	0	0	0	0	0	0	2
The Tattoo	0	0	0	0	1	0	0	0	0	0	0	2
Cabot Trail	0	0	0	0	0	1	0	0	0	0	0	2
Busker Festival	0	0	0	0	1	0	0	0	0	0	0	2
Learning vacation/Elderhostel	0	0	0	0	0	0	1	1	0	0	0	1
Motorcoach tour	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	3	3	3	4	3	2	2	0	0	0	18
Don't know/No answer	1	1	1	0	1	1	1	1	0	0	0	1
TOTAL PARTIES:	452300	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 9a:

Did you extend your stay in Nova Scotia for one or more nights beyond your business requirements in order to visit the local area?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business
Yes	13	13	14	1	12	17	46	46	13
No	81	81	80	97	81	80	51	51	81
Don't know/Not answered	6	6	6	1	7	3	3	3	6
TOTAL PARTIES:	63888	63888	62070	1819	53611	9442	835	758	63888

TABLE 9b:

And, how by how many nights did you extend your visit?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business
1	66	66	67	0	75	45	10	11	66
2	25	25	25	0	22	24	70	78	25
3 to 4	4	4	4	0	1	19	0	0	4
5 or more	5	5	4	100	2	12	20	11	5
TOTAL PARTIES:	8461	8461	8436	25	6505	1569	387	350	8461
MEAN	1.7	1.7	1.7	12.0	1.4	2.7	2.7	2.4	1.7

TABLE 10:

Did you bring any family members or individuals not travelling for business reasons along with you on your trip?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	21	21	21	49	18	40	51	51	21
No	72	72	73	50	75	57	47	46	72
Don't know/Not answered	7	7	7	1	7	3	3	3	7
TOTAL PARTIES:	63888	63888	62070	1819	53611	9442	835	758	63888

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 11a:

What was the MAIN reason you chose Nova Scotia as a destination?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
General scenery/sightseeing	23	23	22	28	15	25	27	27	23
Wanted to visit Atlantic Canada	15	15	13	24	6	23	16	16	15
To visit a specific area or location of Nova Scotia	13	13	13	16	14	18	9	10	13
Never been to Nova Scotia before	11	11	9	21	0	7	20	20	11
Opportunity to visit friends/relatives	9	9	11	2	26	3	2	2	9
Coastal scenery	4	4	5	1	3	5	4	3	4
Recommended by others	3	3	3	1	0	2	6	6	3
Wanted to return to Nova Scotia/Return Visit/Love NS	3	3	3	0	2	2	3	4	3
Tall Ships 2000	2	2	3	0	4	3	1	1	2
Researching Family history/genealogy	2	2	2	0	5	0	1	1	2
Vacation/Get away	2	2	2	0	6	0	0	0	2
A specific festival/event	2	2	2	1	3	1	1	1	2
Shopping	1	1	1	0	3	0	0	0	1
Casino	1	1	1	0	3	0	0	0	1
Just passing through	1	1	1	0	0	0	1	1	1
Nightclub, lounge, pub	1	1	1	0	2	0	0	0	1
Nature viewing (tides, fossils, wildlife, plants)	1	1	1	0	0	0	1	1	1
A specific attraction/museum	0	0	0	0	0	0	0	0	0
Visit national/provincial natural park	0	0	0	0	0	0	0	0	0
Other	6	6	7	0	4	8	6	7	6
Don't know/No answer	2	2	1	5	2	3	2	2	2
TOTAL PARTIES:	122817	122817	105456	17361	35074	33548	54194	53085	122817

TABLE 11aa:

What was the MAIN reason you chose Nova Scotia as a destination?

To visit a specific area or location of Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Pleasure
Cabot Trail	32	32	33	27	22	39	33	33	32
Halifax	25	25	30	3	66	8	8	8	25
Cape Breton	21	21	24	6	2	31	26	26	21
Peggy's Cove	7	7	2	32	0	1	21	21	7
Bay of Fundy	3	3	3	1	0	2	7	7	3
South Shore/Yarmouth/Digby	2	2	2	0	3	1	1	1	2
Annapolis Royal/Valley	2	2	2	0	2	2	1	1	2
Louisbuorg (Fortress)	1	1	1	0	1	0	2	2	1
Lunenburg	1	1	1	0	0	2	1	1	1
Antigonish	1	1	1	0	3	0	0	0	1
Other	6	6	0	32	1	15	0	0	6
TOTAL PARTIES:	15930	15930	13134	2796	4701	6106	5123	5123	15930

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 11b:

Were there any other reasons?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Pleasure
No other reason	39	39	37	46	57	37	28	28	39
Coastal scenery	20	20	20	20	21	18	21	21	20
General scenery/sightseeing	19	19	19	14	10	16	26	26	19
To visit a specific area or location of Nova Scotia	15	15	14	22	13	20	13	14	15
Never been to Nova Scotia before	13	13	12	16	1	14	19	19	13
Wanted to visit Atlantic Canada	7	7	8	3	0	8	11	12	7
Recommended by others	6	6	6	3	1	8	8	8	6
Opportunity to visit friends/relatives	5	5	5	2	8	6	2	2	5
Shopping	2	2	3	1	7	1	0	0	2
National/provincial historic site	2	2	1	8	2	4	1	1	2
Leisurely walking or hiking	2	2	1	6	1	4	1	1	2
Food/Seafood/Lobster	1	1	1	6	0	1	2	2	1
Casino	1	1	2	0	4	1	0	0	1
Museums	1	1	1	7	0	4	1	1	1
Nature viewing (tides, fossils, wildlife, plants)	1	1	1	1	1	1	1	1	1
Tall Ships 2000	1	1	1	2	2	2	1	1	1
Exchange rate with American dollar	1	1	1	1	0	0	2	2	1
Learning vacation	1	1	1	2	0	1	1	1	1
Return trip/Revisiting	1	1	1	0	0	1	1	1	1
Cultural	1	1	1	1	0	1	1	1	1
Sea Kayaking	1	1	1	0	1	0	1	1	1
Live performing music or dance	1	1	1	0	1	1	0	0	1
Busker Festival	1	1	1	0	2	0	0	0	1
Going to an ocean beach to explore/beachcomb	1	1	1	1	1	1	1	1	1
Visit national/provincial natural park	1	1	1	0	0	1	1	1	1
Ads in Newspapers/TV/Magazines	0	0	0	0	0	0	1	1	0
Researching Family history/ genealogy	0	0	0	0	0	0	1	1	0
Cool weather/Climate	0	0	0	0	0	0	1	1	0
Fortress of Louisbourg	0	0	0	0	0	1	0	0	0
A specific attraction/museum	0	0	0	0	0	0	1	1	0
The Tattoo	0	0	0	0	0	1	0	0	0
Canada Day Celebrations	0	0	0	0	0	0	0	0	0
A specific festival/event	0	0	0	0	0	0	0	0	0

(cont.)

TABLE 11b:

Were there any other reasons?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
Tidal Bore	0	0	0	0	0	0	0	0	0
Maritime Museum	0	0	0	0	0	0	0	0	0
Pictou Quay	0	0	0	0	0	0	0	0	0
Dog Show	0	0	0	0	0	0	0	0	0
Other	10	10	9	10	9	9	10	10	10
TOTAL PARTIES:	122817	122817	105456	17361	35074	33548	54194	53085	122817

TABLE 11ba:

Were there any other reasons?

To visit a specific area or location of Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
Cabot Trail	47	47	44	57	42	54	43	42	47
Halifax	33	33	34	26	37	32	30	30	33
Cape Breton	30	30	27	42	21	32	33	33	30
Peggy's Cove	6	6	6	8	2	12	5	5	6
Bay of Fundy	6	6	7	3	0	7	8	8	6
Annapolis Valley	1	1	2	0	0	2	2	2	1
Lunenburg	1	1	2	0	0	2	1	1	1
South Shore	1	1	1	0	1	2	1	1	1
Lighthouse Route	1	1	1	1	0	2	1	1	1
Fortress of Louisbourg	1	1	1	1	0	0	1	1	1
Other	2	2	3	0	0	3	2	2	2
TOTAL PARTIES:	18475	18475	14617	3858	4480	6742	7253	7216	18475

TABLE 11c:

[ONLY ASK IN JUNE, SEPT TO NOV] Why did you choose to travel to Nova Scotia at this time of year?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Pleasure
Avoid the crowds	39	39	38	44	24	45	50	52	39
Only time I had vacation	26	26	25	32	29	20	26	26	26
Autumn Leaves	23	23	18	68	10	33	32	32	23
Cooler weather	13	13	13	12	8	17	16	15	13
Getaway weekend	8	8	9	0	20	0	0	0	8
Discount rates available	5	5	5	4	2	7	7	7	5
Attending a wedding	1	1	1	1	1	4	0	0	1
No particular reason	0	0	1	0	0	0	1	1	0
Most convenient time	0	0	1	0	0	1	1	1	0
Best time to vacation/get away	0	0	0	0	0	0	1	1	0
Festival/attraction	0	0	0	0	0	0	0	0	0
Other	13	13	15	1	19	7	10	10	13
TOTAL PARTIES:	43829	43829	39474	4355	17986	8404	17439	16715	43829

TABLE 12a:

[CANADA AND US RESIDENTS ONLY] What, if any influence did the exchange rate between the Canadian dollar and U.S. dollar have on your decision to vacation in Nova Scotia? Would you say the exchange rate was...

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Critically important	3	3	3	1	2	4	2	2	3	4	2	3
Important, but not critical	6	6	5	12	1	8	17	17	2	12	3	4
Not very important	6	6	6	9	3	7	14	14	1	12	4	6
Not at all important	83	83	84	78	91	78	66	66	93	70	90	86
Not applicable	0	0	0	0	0	0	0	0	1	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	2	2	2	0	2	3	2	2	1	1	1	0
TOTAL PARTIES:	450380	450380	416545	33834	253220	118599	78561	78561	63811	121707	178004	82285

TABLE 12b:

[US ONLY] Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

	Overall	Mode of Travel			Residence		Trip Purpose			
		Auto/RV	Auto-mobile	RV	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	1	1	1	1	1	1	26	1	0	1
No	87	87	90	75	87	87	74	89	82	91
Not applicable	8	8	5	18	8	8	0	8	10	5
Don't know/Unsure	3	3	3	6	3	3	0	1	8	3
TOTAL PARTIES:	78561	78561	63831	14730	78561	78561	758	53085	11347	12448

TABLE 12b_1:

By how many nights: [US ONLY] Did you extend your stay in Nova Scotia by one or more nights as a result of the exchange rate between the Canadian and US dollar?

	Overall	Mode of Travel			Residence		Trip Purpose			
		Auto/RV	Auto-mobile	RV	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	38	38	40	25	38	38	100	15	100	50
2	29	29	29	25	29	29	0	42	0	0
3	25	25	22	50	25	25	0	37	0	0
5 or more	8	8	9	0	8	8	0	6	0	50
TOTAL PARTIES:	986	986	881	105	986	986	195	673	37	80
MEAN	2.0	2.0	1.9	2.3	2.0	2.0	1.0	2.4	1.0	1.0

TABLE 13:

Which of the following best describes your travel party? Are you travelling...

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
By yourself	15	15	16	3	20	9	9	8	37	6	14	14
As a couple	41	41	40	58	35	42	59	60	23	56	36	46
As a family	32	32	32	35	33	40	20	19	24	23	43	31
As two or more friends	7	7	7	0	7	6	6	6	8	8	5	6
As a couple with friends	3	3	2	4	2	2	5	5	1	6	1	3
Business associates/partners	0	0	0	0	1	0	0	0	3	0	0	0
Family members	0	0	0	0	0	0	0	0	0	0	0	0
Two couples	1	1	1	0	2	1	1	1	0	1	1	0
Co-workers/collegues	0	0	0	0	1	0	0	0	2	0	0	0
Not applicable	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	0	0	0	0	0	0	0	0	1	0	0	0
TOTAL PARTIES:	45230[illegible]	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668

TABLE 14:

Including yourself, how many in this party are:

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	76	76	76	77	74	74	87	87	82	85	68	80
1	9	9	9	7	10	11	5	5	8	5	13	8
2	9	9	8	13	9	11	5	4	7	6	11	10
3	2	2	2	3	2	2	1	1	0	2	3	0
4	1	1	1	0	2	1	0	0	0	0	2	0
5	0	0	0	0	0	0	0	0	0	0	0	0
14 & under	.37	.37	.37	.42	.41	.41	.19	.19	.23	.27	.54	.28
15 to 19	.09	.09	.10	.08	.11	.07	.08	.07	.03	.08	.14	.07
20 to 24	.09	.09	.10	.01	.14	.05	.03	.03	.06	.07	.10	.15
25 to 34	.29	.29	.31	.06	.36	.28	.10	.09	37	.19	.34	.29
35 to 44	.40	.40	.41	.29	.45	.42	.25	.24	.40	.33	.46	.40
45 to 54	.52	.52	.52	.56	.52	.58	.46	.46	.58	.56	.46	.55
55 to 64	.41	.41	.38	.71	.29	.45	.70	.70	.19	.63	.34	.38
65 to 74	.27	.27	.25	.45	.17	.29	.52	.52	.06	.39	.27	.23
75 & over	.06	.06	.06	.06	.06	.05	.10	.10	.03	.05	.07	.09
Not applicable	0	0	0	0	1	0	0	0	0	0	0	0
Don't know/Unsure	3	3	3	0	4	2	2	2	3	1	3	2
TOTAL PARTIES:	452300	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668

TABLE 14:

[PERCENT] Including yourself, how many in this party are:

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
14 and under	21	21	21	23	23	24	11	11	15	15	29	18
15 to 19	7	7	7	7	8	7	7	7	3	6	10	6
20 to 24	6	6	7	1	9	4	2	2	6	4	7	10
25 to 34	20	20	21	4	24	19	7	6	28	11	23	19
35 to 44	27	27	28	18	31	28	16	16	34	21	31	25
45 to 54	33	33	33	35	34	36	29	29	39	35	30	34
55 to 64	23	23	22	36	18	24	39	39	12	34	21	21
65 to 74	15	15	15	26	10	18	29	29	4	21	16	14
75 and over	4	4	4	3	4	4	7	7	2	4	5	6
TOTAL PARTIES:	444276	444276	410566	33710	247973	117256	79048	77167	63003	121872	176603	82435

TABLE 15a:

Were any of your Nova Scotia trip expenses pre-paid to a travel agent or a travel company before arriving in Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	2	2	2	1	1	1	8	7	1	6	0	2
No	96	96	96	99	96	98	91	91	98	93	99	97
Not applicable	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	2	2	2	0	2	1	1	1	1	2	1	1
TOTAL PARTIES:	452300	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668

TABLE 15b:

What was the total amount paid to the travel agent or company?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
$0 to $500	15	15	15	8	37	5	5	5	78	10	0	16
$501 to $1,000	20	20	20	0	0	0	31	33	0	23	9	14
$1,001 to $1,500	23	23	23	0	0	0	36	36	0	29	0	5
$1,501 to $4,000	29	29	29	17	31	87	21	19	0	24	77	48
$4,001 or more	11	11	8	75	25	8	5	4	0	14	0	2
Don't know/Unsure	4	4	4	0	7	0	3	3	22	0	14	14
TOTAL PARTIES:	9509	9509	9194	314	2687	743	6078	5648	540	7173	441	1355
MEAN	1,781.5	1,781.5	1,663.3	5,096.8	2,379.7	1,955.1	1,504.7	1,437.6	220.0	1,937.3	1,509.8	1,471.8

TABLE 15c:

Is that including or excluding taxes?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Including	75	75	74	100	46	95	86	88	48	77	86	73
Excluding	3	3	3	0	0	0	5	2	0	2	0	12
Not sure	18	18	19	0	49	5	6	7	41	21	0	0
Don't know/Unsure	3	3	3	0	4	0	3	3	11	0	14	14
TOTAL PARTIES:	9509	9509	9194	314	2687	743	6078	5648	540	7173	441	1355

TABLE 15d:

[IF AMERICAN] And, is that in Canadian or American dollars? [IF OTHER COUNTRY] And, in what currency is that?

	Overall	Mode of Travel			Residence		Trip Purpose		
		Auto/RV	Auto-mobile	RV	Intern-ational	United States	Pleasure	Visit Friends/ relatives	Other
Canadian $	8	8	7	33	8	4	4	0	30
American $	88	88	89	67	88	95	91	100	70
German marks	1	1	1	0	1	1	1	0	0
British pounds	2	2	3	0	2	0	3	0	0
Don't know/Unsure	1	1	1	0	1	0	1	0	0
TOTAL PARTIES:	6078	6078	5764	314	6078	5648	5146	40	892

TABLE 15e:

Did the $______ [REFER TO Q15b] cover expenses for travel in other areas besides Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Nova Scotia only	62	62	63	42	19	46	84	86	67	58	86	76
Other destinations	31	31	30	58	60	49	16	14	22	35	0	24
Don't know/Unsure	6	6	6	0	20	5	0	0	11	7	14	0
TOTAL PARTIES:	9509	9509	9194	314	2687	743	6078	5648	540	7173	441	1355

TABLE 15f:

How many nights in other destinations were covered by the package?

	Overall	Mode of Travel			Residence				Trip Purpose		
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Other
None	17	17	18	0	0	83	20	25	0	8	92
1 to 2	11	11	11	0	7	0	19	25	100	8	0
3 to 4	5	5	6	0	0	0	16	16	0	6	0
5 to 6	6	6	5	29	0	17	13	16	0	7	0
7 or more	61	61	60	71	93	0	32	17	0	71	8
TOTAL PARTIES:	2981	2981	2798	183	1620	363	999	772	121	2532	329
MEAN	12.6	12.6	12.6	13.3	18.3	.8	7.7	4.7	2.0	14.7	.8

TABLE 15g:

What was included in your travel package?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Transporation to/from Nova Scotia(Air/bus/ferry fares)	83	83	83	92	92	46	84	83	89	89	86	47
Overnight accommodations	74	74	74	75	63	8	88	93	89	82	9	52
Private transportation while in Nova Scotia (e.g. rental car)	19	19	18	25	27	54	10	7	11	19	77	2
Meals and beverage in restaurants	17	17	15	75	33	8	10	11	41	17	0	12
Entry fees for tours/attractions/golf/etc.	8	8	5	92	4	8	10	11	18	8	0	9
Public transporation while in Nova Scotia (including motorcoach)	4	4	4	25	4	0	5	6	18	4	0	3
Other	1	1	1	0	0	0	1	1	0	1	0	0
Nothing/Don't know	7	7	7	0	4	46	3	3	11	3	14	22
TOTAL PARTIES:	9509	9509	9194	314	2687	743	6078	5648	540	7173	441	1355

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 15h:

How many nights in Nova Scotia were covered by the travel package?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	2	2	2	22	0	0	3	3	0	3	0	0
1 to 2	44	44	45	0	34	0	47	48	100	41	100	25
3 to 4	18	18	19	0	0	0	24	24	0	20	0	16
5 to 6	15	15	15	33	0	100	19	19	0	12	0	53
7 or more	20	20	19	44	66	0	6	6	0	24	0	5
TOTAL PARTIES:	7082	7082	6846	236	1681	61	5340	5263	480	5864	40	698
MEAN	4.2	4.2	4.2	5.4	7.3	5.0	3.3	3.2	1.5	4.5	1.0	4.5

TABLE 16a:

While in Nova Scotia, approximately how much did your party spend on the following items not covered in your inclusive package? Please include all credit card, cheque and cash purchases, and taxes.

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
1.00	100	100	100	100	100	100	100	100	100	100	100	100
Fixed roof accommodations	98.11	98.11	101.47	.00	14.69	31.93	143.08	107.48	48.07	64.21	18.17	323.59
Campground fees	2.98	2.98	2.62	13.33	.00	.00	4.66	5.01	.00	1.04	.00	15.43
Restaurants	293.65	293.65	299.42	125.00	367.80	57.30	289.78	275.54	62.88	314.09	92.37	342.98
Ferry & Air Fares	43.44	43.44	45.08	.00	18.79	69.36	47.83	34.72	5.58	39.13	115.19	55.38
Auto - Repairs/Gas/Oil	63.42	63.42	54.90	312.50	28.41	42.84	81.41	81.96	26.87	61.91	9.57	103.49
Taxi/Car Rental	.60	.60	.62	.00	1.01	.41	.45	.48	4.46	.08	.00	2.03
Groceries & Liquor	24.57	24.57	18.44	203.92	22.79	84.23	18.07	18.46	.00	21.48	73.38	34.87
N.S. Hand Crafted Products	51.69	51.69	42.41	322.92	42.74	14.37	60.21	63.48	.00	59.84	15.90	40.78
Clothing Purchases	33.41	33.41	29.85	137.50	33.02	4.08	37.16	39.86	27.89	33.15	20.50	41.14
Other Shopping	45.34	45.34	44.53	69.17	51.92	1.37	47.82	51.38	7.81	40.27	2.32	101.18
Recreation & Entertainment	19.95	19.95	20.26	10.83	.99	5.85	30.06	29.16	.00	20.38	6.01	30.20
Total Expenditure($)	673.40	673.40	655.56	1,195.17	576.37	311.73	760.53	707.54	183.56	651.08	353.42	1,091.08
Total Expenditure($) Exc Air/Ferry($)	669.90	669.90	650.17	1,195.17	700.89	242.38	712.70	672.82	177.98	663.69	238.23	1,035.70
Other	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
TOTAL PARTIES:	9509	9509	9194	314	2687	743	6078	5648	540	7173	441	1355

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 16b:

While in Nova Scotia, approximately how much did your party spend on the following? Please include all credit card, cheque and cash purchases, and taxes.

	Overall	Mode of Travel				Residence			Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
1.00	100	100	100	100	100	100	100	100	100	100	100	100
Fixed roof accommodations	157.18	157.18	168.22	26.11	93.39	218.05	272.72	273.88	186.22	318.66	49.79	131.31
Campground fees	17.44	17.44	6.20	151.34	3.67	23.91	53.30	54.12	3.14	36.46	4.55	29.57
Restaurants	186.48	186.48	187.12	178.91	96.70	341.99	238.31	239.99	354.59	246.67	110.78	126.16
Ferry & Air Fares	82.78	82.78	81.51	97.98	39.02	78.38	236.52	238.55	24.04	155.11	43.57	112.68
Auto - Repairs/Gas/Oil	96.27	96.27	86.53	211.72	69.72	132.34	127.94	128.22	59.28	128.57	89.12	94.98
Taxi/Car Rental	4.25	4.25	3.91	8.25	1.86	6.23	9.10	8.56	1.77	6.83	2.39	6.68
Groceries & Liquor	44.50	44.50	36.64	137.96	23.46	71.99	71.46	71.06	12.40	50.51	46.66	55.96
N.S. Hand Crafted Products	26.84	26.84	24.86	50.27	8.81	48.68	52.13	51.73	16.43	54.73	18.62	13.81
Clothing Purchases	40.39	40.39	41.21	30.64	44.52	39.54	27.95	28.14	10.47	45.68	49.58	36.11
Other Shopping	33.76	33.76	33.92	31.86	28.77	46.89	29.39	26.31	29.39	30.41	34.02	41.67
Recreation & Entertainment	29.21	29.21	28.21	41.05	19.53	43.82	38.30	38.01	9.48	52.48	23.20	24.58
Total Expenditure($)	721.13	721.13	698.37	992.20	431.85	1,055.44	1,156.21	1,157.99	717.46	1,125.10	476.37	670.13
Total Expenditure($) Exc Air/Ferry($)	638.47	638 47	616.99	894.46	392.83	977.88	919.69	919.44	693.42	970.91	432.80	557.45
Other	4.61	4.61	2.74	27.25	4.23	8.20	.05	.06	14.72	.54	5.36	.79
TOTAL PARTIES:	442791	442791	409228	33563	250533	117856	74403	72912	63348	115644	177873	81314

TABLE 17:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
1	100	100	100	100	100	100	100	100	100	100	100	100
Hotel	.56	.56	.59	.13	.43	.67	.77	.76	1.04	.97	.15	.43
Motel	.51	.51	.54	.11	.32	.64	.89	.90	.54	.96	.18	.52
Bed & Breakfast	.23	.23	.25	.01	.08	.38	.48	.47	.03	.64	.05	.16
Country Inn	.05	.05	.05	.02	.02	.06	.13	.12	.04	.11	.01	.04
Resort	.04	.04	.05	.00	.03	.03	.10	.10	.10	.09	.00	.01
Hunting and/or fishing lodge	.01	.01	.01	.00	.00	.02	.02	.02	.00	.01	.00	.03
Commercial cottage or cabin	.09	.09	.10	.00	.03	.21	.12	.12	.01	.13	.08	.12
Private cottage or vacation home	.38	.38	.41	.07	.05	.89	.63	.61	.01	.20	.23	1.27
Home of friends or relatives	2.65	2.65	2.71	1.92	2.30	4.31	1.26	1.27	.92	.83	4.64	1.96
National or provincial park campground	.37	.37	.09	3.75	.03	.43	1.33	1.35	.13	.34	.14	1.10
Privately operated campgrounds/trailer parks	.36	.36	.15	2.93	.08	.86	.80	.80	.06	.99	.10	.24
Total Nights	5.37	5.37	5.07	8.98	3.43	8.58	6.61	6.62	2.98	5.32	5.80	6.34
Other	.12	.12	.13	.03	.05	.27	.10	.09	.10	.04	.01	.47
TOTAL PARTIES:	452300	452300	418423	33877	253220	118599	80481	78561	63888	122817	178314	82668

TABLE 18a:

[IF CAMPGROUND MENTIONED IN Q17j OR Q17k.] What type of camping equipment or shelter did you use?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Tent	29	29	62	0	77	24	14	12	25	27	23	41
Tent trailer	6	6	5	6	11	7	1	1	0	4	14	5
Travel trailer/5th wheel/Motorhome/RV	47	47	10	79	5	50	61	63	55	53	38	34
Truck camper or van	11	11	11	11	2	9	18	18	0	9	10	20
Camping cabin	3	3	1	4	0	1	6	6	0	5	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	5	5	11	1	7	8	1	1	20	3	15	0
TOTAL PARTIES:	43685	43685	20481	23204	7353	21183	15149	14833	1698	25030	7820	8929

TABLE 18b:

[IF NATIONAL/PROVINCIAL CAMPGROUND MENTIONED (Q17j) AND TENT IN Q18a] Of the nights you spent camping in national or provincial parks, how many were at unserviced wilderness campsites that were reached by backpacking?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	83	83	83	100	61	96	88	85	0	91	100	75
1 to 2	4	4	4	0	5	2	6	7	0	5	0	3
3 to 4	2	2	2	0	0	2	6	7	0	4	0	0
5 to 6	6	6	6	0	17	0	0	0	0	0	0	22
Don't know/Unsure	6	6	6	0	17	0	0	0	100	0	0	0
TOTAL PARTIES:	7172	7172	7153	19	2497	3449	1226	993	427	3823	890	1972
MEAN	.44	.44	.44	.00	1.15	.09	.24	.30	.	.19	.00	1.14

TABLE 19a:

Did you use a rating system to help you choose accommodation in Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	20	20	20	17	10	21	34	34	11	29	12	15
No	67	67	68	59	75	64	55	54	76	59	70	76
Not applicable	3	3	3	1	3	4	1	1	2	3	3	3
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	1	1	1	3	1	0	1	1	4	1	0	1
Did not answer	10	10	8	20	10	10	9	9	7	8	15	6
TOTAL PARTIES:	252524	252524	225040	27484	110387	78084	64053	62713	46369	105838	39420	56345

TABLE 19b:

What system did you use?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/relatives	Other
Canada Select	22	22	24	2	5	16	35	35	5	29	12	13
AAA/CAA	37	37	40	10	18	46	39	40	9	42	49	27
Star system(unspecified)	21	21	23	4	29	25	14	14	35	19	17	23
Doers & Dreamers Guide/2000 Guide	5	5	5	0	8	6	3	2	0	5	11	5
Closest to the ferry terminal	2	2	2	0	7	0	0	0	2	0	6	5
Trailer Life	2	2	0	23	0	0	5	5	0	4	0	0
Travel agency/Check In	3	3	1	19	0	7	0	0	0	3	0	4
Other	14	14	11	42	25	6	12	13	49	9	8	13
Don't know/Unsure	3	3	3	2	8	3	2	1	0	2	0	13
TOTAL PARTIES:	49694	49694	45075	4619	11281	16691	21722	21434	5319	30894	4901	8504

TABLE 19c:

Overall, would you say that your accommodations were...

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/relatives	Other
About the same as the rating system had led you to expect	69	69	69	55	71	63	71	71	77	71	51	57
Better than you had expected from the rating system	24	24	24	23	22	23	25	25	9	21	41	40
Worse than you had expected from the rating system	5	5	5	22	3	11	2	2	14	5	3	1
Don't know/Unsure	2	2	3	0	4	3	2	2	0	3	4	2
TOTAL PARTIES:	20861	20861	20564	297	3802	6600	10460	10324	2160	14324	1381	2995

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 20a:

For how many nights had you made reservations before arriving in Nova Scotia?

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
None	43	43	41	59	31	57	48	48	20	46	57	49
1 to 2	25	25	27	11	38	15	16	16	39	20	21	28
3 to 4	12	12	12	7	15	8	12	12	21	11	5	10
5 to 6	5	5	5	4	3	4	8	8	5	6	2	3
7 or more	5	5	4	14	1	6	10	10	4	8	2	3
Don't know/Unsure	10	10	11	4	13	10	6	6	10	8	13	6
TOTAL PARTIES:	252524	252524	225040	27484	110387	78084	64053	62713	46369	105838	39420	56345
MEAN	1.68	1.68	1.62	2.10	1.47	1.54	2.16	2.14	2.15	1.99	.94	1.21

TABLE 20b:

How did you make your reservations?

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Called directly to the property	63	63	61	80	60	62	70	69	63	66	63	65
Check In Nova Scotia	6	6	6	0	4	5	10	10	1	9	4	7
Via the Internet	5	5	5	8	2	10	9	9	3	9	4	3
Family/Friends made arrangements	1	1	1	0	1	2	1	1	0	1	1	5
Parks Canada reservation system	1	1	1	0	1	2	1	1	0	2	0	0
Travel agent/agency	1	1	1	0	1	0	1	1	2	0	0	0
Business/company made reservations	0	0	0	0	1	0	0	0	1	0	0	0
AAA/CAA	0	0	0	0	0	0	1	1	0	0	0	0
Other	3	3	4	0	6	0	1	1	8	0	0	5
Don't know/Did not answer	22	22	23	11	25	24	13	13	21	18	28	17
TOTAL PARTIES:	143309	143309	132068	11240	76581	33685	33044	32459	36913	56998	17088	28602

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 20c:

Did you experience any problems making your reservations?

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	10	10	8	25	10	10	9	9	10	10	13	7
No	69	69	69	64	65	67	80	80	65	74	59	77
Don't know/Unsure	22	22	22	11	25	23	11	11	25	15	28	16
TOTAL PARTIES:	143309	143309	132068	11240	76581	33685	33044	32459	36913	56998	17088	28602

TABLE 20d:

What types of problems did you experience?

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Check In Nova Scotia	51	51	55	35	64	25	46	46	54	58	58	15
Business/company made reservations	26	26	24	31	28	11	36	36	43	20	0	37
Via the Internet	22	22	18	34	7	57	19	19	0	16	48	53
Called directly to the property	14	14	18	0	22	9	0	0	43	0	0	15
Parks Canada reservation system	9	9	11	2	12	1	9	9	24	5	0	0
AAA/CAA	8	8	11	0	11	9	1	1	22	1	14	0
Other	16	16	20	0	27	0	3	3	43	8	0	0
TOTAL PARTIES:	13871	13871	11045	2827	7620	3350	2901	2901	3802	5938	2160	1971

TABLE 20e:

Were you able to...

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Find comparable or better quality accommodation in the same	57	57	71	4	70	48	33	33	100	38	77	21
Find lower quality accommodation in the same area	20	20	12	48	12	11	59	59	0	33	23	5
Go outside the area to find accommodation	12	12	15	1	17	5	9	9	0	26	0	3
Other	10	10	0	47	0	34	0	0	0	0	0	71
Not applicable	1	1	2	0	1	2	0	0	0	3	0	0
TOTAL PARTIES:	9148	9148	7250	1898	4955	2642	1551	1551	2052	3997	1858	1241

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 21a:

Did you experience any difficulties finding accommodations while in Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	10	10	11	6	12	9	10	10	8	10	5	14
No	64	64	64	68	62	65	67	67	63	64	69	61
Don't know/Unsure	26	26	26	26	27	27	23	23	29	26	26	24
TOTAL PARTIES:	152146	152146	131661	20485	52140	58797	41209	40318	18321	67345	28879	36716

TABLE 21b:

Were you able to find accommodations in the area you wanted or did you have to go outside the area?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Same area	60	60	57	98	60	61	58	59	100	49	53	66
Went outside the area	36	36	39	0	40	31	37	37	0	43	47	34
Other	3	3	4	2	0	7	4	4	0	7	0	0
Don't know/Unsure	0	0	0	0	0	1	0	0	0	1	0	0
TOTAL PARTIES:	15286	15286	14095	1191	6202	5020	4064	3987	1465	7056	1454	5310

TABLE 24a:

Gender

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Male	49	49	48	55	48	54	45	45	64	49	44	49
Female	46	46	47	41	47	42	50	50	30	45	53	48
Missing	5	5	5	4	6	4	5	5	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 24b:

Age

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
15 -19 years	1	1	1	1	2	1	1	1	1	1	2	1
20 - 24 years	4	4	5	0	7	2	1	1	3	3	5	6
25 - 34 years	14	14	15	3	17	13	5	5	22	7	16	15
35 - 44 years	20	20	21	17	23	22	11	11	29	15	22	19
45 - 54 years	25	25	25	25	24	27	22	22	30	27	21	25
55 - 64 years	18	18	16	31	14	18	31	31	9	24	16	19
65 - 74 years	10	10	10	16	7	11	21	21	3	14	11	9
75 years and over	2	2	2	3	2	2	4	4	0	2	2	3
Don't know/Did not answer	5	5	5	4	6	3	5	5	4	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 25a:

Apart from this trip, have you visited Nova Scotia before?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	78	78	80	58	92	74	42	42	92	51	90	86
No	17	17	15	38	3	22	53	52	4	42	7	11
Don't know/Did not answer	5	5	5	4	5	4	5	5	4	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 25b:

[AMONG THOSE WHO HAVE VISITED NOVA SCOTIA] In what year was your most recent visit?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Before 1990	7	7	6	14	1	17	20	21	4	19	3	7
1990 to 1992	2	2	2	6	1	5	5	5	0	4	1	4
1993 to 1995	3	3	3	1	2	5	7	7	1	4	3	4
1996 to 1998	15	15	13	38	9	25	28	27	8	23	13	16
1999	28	28	29	21	28	30	27	27	15	22	35	30
2000	44	44	46	20	60	16	12	11	71	26	44	40
Don't know/Did not answer	1	1	1	0	0	2	1	1	0	2	0	1
TOTAL VISITORS 15+	832677	832677	778855	53822	542110	209411	81156	80069	137381	148429	377201	167272

TABLE 26a:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

HIKING IN REMOTE WILDERNESS AREAS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	87	87	87	89	87	82	83	92	83	88	91
1	3	3	3	4	2	4	6	6	1	5	4	2
2	1	1	1	3	0	3	2	2	1	3	1	1
3	0	0	0	0	0	1	0	0	0	0	0	0
4 or more	1	1	1	3	0	1	3	3	0	1	1	2
Don't know/Did not answer	7	7	8	3	9	4	6	6	7	8	6	5
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.3	.3	.1	2.5	.0	.2	1.4	1.5	.0	.2	.1	1.3

TABLE 26b:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

LEISURELY WALKING OR HIKING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	46	46	47	30	55	41	24	24	72	29	46	52
1	16	16	15	29	16	16	15	15	11	14	19	17
2	8	8	9	3	8	7	12	12	4	12	7	9
3	7	7	6	10	6	6	11	11	4	10	5	6
4 or more	17	17	16	24	7	26	32	32	3	27	17	12
Don't know/Did not answer	6	6	6	3	8	4	6	6	7	7	5	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	2.4	2.4	2.1	5.5	1.0	3.9	4.4	4.4	.8	3.1	2.0	3.5

TABLE 26c:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOLFING (NOT INCLUDING MINI-GOLF)

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	87	87	90	87	86	88	88	89	86	87	91
1	3	3	3	5	2	5	3	3	3	3	2	3
2	2	2	2	1	2	2	1	1	0	2	3	0
3	0	0	0	0	0	1	1	1	0	0	0	0
4 or more	0	0	0	0	0	1	0	0	0	0	1	0
Don't know/Did not answer	8	8	8	3	9	5	7	7	7	8	7	5
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.1	.1	.1	.1	.1	.2	.1	.1	.1	.1	.1	.1

TABLE 26_1:

[FOR BUSINESS TRAVELERS ONLY] Did you participate in any other outdoor activities?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	5	5	4	50	2	22	25	23	5
No	90	90	91	49	92	78	75	77	90
Don't know/Did not answer	5	5	5	1	6	1	0	0	5
TOTAL VISITORS 15+	149376	149376	144411	4965	124914	22508	1955	1775	149376

TABLE 26d:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

A BOAT TOUR FOR WHALE AND SEABIRD WATCHING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	87	87	90	88	88	85	85	34	83	92	92
1	5	5	5	6	2	7	8	8	17	9	2	4
2	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.1	.1	.1	.1	.0	.1	.1	.1	.3	.1	.0	.0

TABLE 26e:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

OTHER FISHING OR SIGHTSEEING BOAT TOUR

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	87	87	91	86	89	88	87	27	86	89	93
1	4	4	4	5	3	6	5	6	23	6	3	2
2	1	1	1	0	1	1	0	0	0	0	1	1
3	0	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.1	.1	.1	.1	.0	.1	.1	.1	.5	.1	.1	.1

TABLE 26f:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

MOUNTAIN BIKING/CYCLING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	90	90	91	86	89	92	91	91	34	90	92	94
1	0	0	0	0	0	0	1	1	0	1	0	0
2	1	1	0	4	1	1	1	1	0	1	1	0
3	0	0	0	3	0	1	0	0	16	0	0	0
4 or more	1	1	1	3	0	1	2	2	0	1	0	2
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.2	.2	.1	1.0	.0	.1	.5	.5	1.0	.1	.1	.4

TABLE 26g:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOING TO AN OCEAN BEACH FOR EXPLORING OR BEACH COMBING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	66	66	67	56	77	58	52	52	8	56	70	80
1	14	14	13	20	9	19	19	19	13	17	15	7
2	6	6	6	8	3	8	12	12	29	12	3	2
3	3	3	2	6	1	5	4	4	1	4	2	2
4 or more	3	3	3	6	0	6	8	8	0	4	3	4
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	1.0	1.0	.8	3.2	.2	1.5	2.2	2.2	1.4	.8	.6	2.2

TABLE 26h:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

GOING TO AN OCEAN BEACH FOR SWIMMING/SUNBATHING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	84	84	84	84	86	81	86	87	44	84	86	89
1	4	4	3	7	2	6	5	5	5	5	3	4
2	2	2	2	4	1	4	1	1	0	2	2	0
3	1	1	1	0	1	2	1	1	0	1	1	1
4 or more	1	1	2	0	1	3	1	1	1	1	2	1
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.3	.3	.4	.2	.1	.8	.2	.2	.2	.2	.3	.6

TABLE 26i:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

FRESHWATER CANOEING/KAYAKING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	90	90	90	93	88	94	91	91	49	89	93	93
1	1	1	1	0	0	1	1	1	0	2	0	1
2	0	0	0	0	0	0	0	0	1	0	0	1
3	0	0	0	0	0	0	0	0	0	0	0	0
4 or more	1	1	0	3	0	1	1	1	0	1	0	2
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.1	.1	.1	.2	.1	.0	.1	.1	.0	.1	.0	.1

TABLE 26j:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

SEA KAYAKING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	92	92	91	96	89	94	93	93	50	91	93	96
1	1	1	1	0	0	1	1	1	0	2	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0

TABLE 26k:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

BIRDING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	83	83	83	81	84	85	77	77	50	77	86	90
1	5	5	5	8	3	6	8	8	0	8	4	2
2	2	2	2	1	2	1	4	4	0	3	1	1
3	1	1	1	3	1	2	2	2	0	3	1	0
4 or more	1	1	1	3	1	1	4	4	0	1	1	3
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.3	.3	.3	.4	.2	.3	.5	.5	.0	.4	.2	.3

TABLE 26l:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

NATURE OBSERVATION (VIEWING TIDES, FOSSIL HUNTING, WILDLIFE AND PLANT OBSERVATION

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	61	61	62	45	73	55	39	39	19	43	70	72
1	14	14	13	25	8	18	24	24	8	24	10	9
2	5	5	6	2	4	5	10	10	1	9	4	3
3	4	4	4	1	3	3	6	6	7	6	2	3
4 or more	8	8	7	23	2	14	15	15	16	11	6	9
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	1.5	1.5	1.1	5.3	.5	2.2	3.0	3.0	2.2	1.8	1.0	2.2

TABLE 26m:

On this trip to Nova Scotia, how many times did you participate in the following nature and outdoor activities?

VISIT A NATIONAL OR PROVINCIAL NATURAL PARK

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	75	75	76	60	82	70	61	61	38	57	85	85
1	14	14	12	31	6	20	27	27	12	29	6	8
2	2	2	2	5	1	3	5	5	0	5	1	2
3	1	1	1	0	0	1	1	1	0	1	0	0
4 or more	1	1	1	0	0	2	1	1	0	1	1	0
Don't know/Did not answer	8	8	8	4	10	5	6	6	50	7	6	4
TOTAL VISITORS 15+	930254	930254	840187	90067	475112	263747	191395	187222	15198	292057	418222	193970
Mean	.3	.3	.3	.4	.1	.6	.4	.4	.2	.5	.3	.2

TABLE 27a:

Why did you not golf while in Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Do not golf	48	48	47	60	44	46	63	63	32	53	52	46
No time/Didn't take the time	35	35	35	31	39	36	22	22	48	28	34	38
Didn't bring my clubs	4	4	4	2	2	7	6	6	2	5	4	5
Weather	1	1	1	1	2	1	1	1	1	1	1	2
Wasn't aware of the quality of golf courses in NS	0	0	0	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0	0	0	0
Health problems	0	0	0	0	0	0	0	0	0	0	0	0
Brought the kids/Family vacation	0	0	0	0	0	0	0	0	0	0	0	0
Wasn't aware of the location of golf courses in NS	0	0	0	0	0	0	0	0	0	0	0	0
Too old to golf	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	1	0	1	1	1	1	3	1	1	1
Don't know/No answer	14	14	14	10	15	13	10	10	14	14	12	12
TOTAL VISITORS 15+	1005017	1005017	918197	86820	565817	255732	183468	179202	143749	273668	391518	186219

TABLE 27b:

What would encourage you to golf (golf more often) in Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
If had more time/vacation time	16	16	16	15	12	16	25	25	42	13	16	5
Lower prices	8	8	8	4	7	8	8	8	0	9	5	19
More information	5	5	4	7	3	4	10	10	4	8	3	2
More golf courses	4	4	4	2	6	0	7	7	18	4	1	2
Better weather	1	1	1	5	0	2	3	3	0	1	1	2
Better quality of golf courses	1	1	1	2	1	1	1	1	0	2	0	0
Other	13	13	14	2	10	16	13	13	0	16	14	4
Nothing	48	48	47	61	52	48	40	40	32	50	52	47
Don't know/No answer	9	9	9	1	13	7	1	1	4	4	9	24
TOTAL VISITORS 15+	59416	59416	53751	5666	24520	25513	9383	9383	5627	18389	26704	7750

TABLE 28a:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ANTIQUE SHOPS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	79	79	79	81	85	75	68	68	88	66	83	88
1	7	7	7	8	5	9	8	8	4	9	8	4
2	4	4	4	2	3	5	7	7	3	8	3	3
3	1	1	2	1	0	2	4	4	0	3	1	1
4 or more	3	3	3	5	0	6	6	6	0	7	1	2
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.5	.5	.5	.4	.2	.9	.8	.8	.1	.8	.3	.5

TABLE 28b:

On this trip to Nova Scotia, how many times did you participate in the following activities?

CRAFT SHOPS OR STUDIOS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	57	57	59	32	69	47	33	33	82	34	61	64
1	12	12	12	19	11	15	13	13	5	14	14	12
2	9	9	8	15	7	10	12	12	5	12	9	8
3	5	5	4	13	3	6	10	10	2	8	4	4
4 or more	12	12	11	17	4	18	26	26	0	25	8	9
Don't know/Did not answer	5	5	5	4	6	4	6	6	6	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	1.4	1.4	1.3	2.5	.7	2.2	2.6	2.6	.3	2.7	1.1	1.1

TABLE 28c:

On this trip to Nova Scotia, how many times did you participate in the following activities?

OTHER SHOPPING

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	50	50	51	42	54	50	35	35	73	38	48	54
1	19	19	19	19	20	18	20	20	11	20	22	20
2	12	12	11	15	10	10	18	19	4	17	11	11
3	6	6	6	8	5	6	9	9	4	8	7	4
4 or more	8	8	7	13	4	12	11	11	3	9	9	8
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	1.5	1.5	1.5	1.7	1.0	2.4	1.7	1.6	.6	1.5	1.5	2.0

TABLE 28e:

On this trip to Nova Scotia, how many times did you participate in the following activities?

NATIONAL OR PROVINCIAL HISTORICAL SITES

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	66	66	67	48	77	56	45	45	84	41	76	71
1	17	17	16	23	12	23	24	24	7	23	17	16
2	6	6	5	10	3	8	12	11	0	15	2	4
3	4	4	3	9	1	6	8	7	2	9	1	3
4 or more	3	3	2	6	1	5	6	6	2	6	1	3
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.6	.6	.5	1.1	.3	.9	1.1	1.1	.2	1.2	.3	.5

TABLE 28f:

On this trip to Nova Scotia, how many times did you participate in the following activities?

MUSEUMS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	73	73	75	55	84	63	53	53	88	50	82	81
1	13	13	12	25	8	19	22	22	5	23	10	12
2	5	5	4	8	2	8	9	9	0	9	4	3
3	2	2	2	4	0	3	5	5	2	4	1	0
4 or more	2	2	2	4	0	4	6	6	0	7	0	1
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.4	.4	.4	.7	.1	.7	.9	.9	.1	1.0	.2	.2

TABLE 28g:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ART GALLERIES

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	87	87	88	83	91	85	78	77	93	76	93	90
1	4	4	4	7	3	6	8	8	1	8	3	5
2	2	2	2	0	1	3	3	3	0	4	1	1
3	0	0	0	0	0	0	2	2	0	1	0	0
4 or more	1	1	1	6	0	2	4	3	0	4	0	0
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.2	.2	.1	.4	.0	.2	.4	.4	.0	.4	.1	.1

TABLE 28h:

On this trip to Nova Scotia, how many times did you participate in the following activities?

SPECIAL EVENTS/FESTIVALS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	78	78	78	77	80	75	76	76	91	76	77	75
1	14	14	14	17	12	19	15	14	4	15	17	17
2	2	2	2	1	2	2	2	2	0	2	2	2
3	1	1	1	0	1	1	1	1	0	0	1	2
4 or more	0	0	1	0	0	0	1	1	0	0	0	1
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.2	.2	.2	.2	.2	.3	.3	.3	.0	.2	.3	.3

TABLE 28i:

On this trip to Nova Scotia, how many times did you participate in the following activities?

NIGHTCLUBS/LOUNGES/PUBS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	78	78	77	84	78	79	76	76	79	72	81	82
1	8	8	8	7	8	8	9	9	7	12	7	6
2	5	5	5	1	5	4	5	5	5	5	4	6
3	2	2	2	3	2	2	2	2	2	2	2	1
4 or more	2	2	2	1	1	2	2	2	1	1	2	2
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.4	.4	.4	.2	.3	.5	.4	.4	.3	.4	.4	.4

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 28j:

On this trip to Nova Scotia, how many times did you participate in the following activities?

CASINOS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	80	80	80	83	79	83	79	79	83	75	82	83
1	13	13	13	13	13	11	14	14	12	15	12	12
2	1	1	2	0	2	1	1	1	0	2	1	2
3	0	0	0	0	0	1	0	0	0	0	0	1
4 or more	1	1	1	0	1	1	0	0	0	1	1	0
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.4	.4	.4	.1	.6	.2	.2	.2	.1	.9	.2	.2

TABLE 28k:

On this trip to Nova Scotia, how many times did you participate in the following activities?

GUIDED TOURS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	90	90	90	86	92	88	84	84	91	82	94	93
1	4	4	4	6	2	5	8	8	2	8	2	3
2	1	1	1	1	0	1	1	1	0	2	0	0
3	0	0	0	0	0	1	1	1	0	1	0	0
4 or more	0	0	0	3	0	1	0	0	2	0	0	0
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.1	.1	.1	.2	.0	.1	.1	.1	.1	.2	.0	.0

TABLE 28l:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ATTEND SPORTS EVENTS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	93	93	93	95	92	94	93	93	94	92	95	93
1	1	1	1	1	1	2	1	0	1	1	1	3
2	0	0	0	0	1	0	0	0	0	0	0	2
3	0	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	1	0
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970
Mean	.0	.0	.1	.0	.1	.0	.0	.0	.0	.0	.1	.1

TABLE 28d:

On this trip to Nova Scotia, did you participate in the following activities?

GENERAL SIGHTSEEING

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	70	70	69	85	59	82	86	86	39	83	74	70
No	25	25	26	12	35	15	7	7	56	10	23	27
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 28m:

On this trip to Nova Scotia, did you participate in the following activities?

VISIT FRIENDS OR FAMILY LIVING IN NOVA SCOTIA

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	55	55	57	34	65	57	23	23	42	22	87	48
No	40	40	38	63	30	39	71	71	53	71	10	50
Don't know/Did not answer	5	5	5	4	6	4	6	6	5	7	3	3
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 28_1:

[FOR BUSINESS TRAVELERS ONLY] Did you participate in any other activities?

	Overall	Mode of Travel			Residence				Trip Purpose
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business
Yes	5	5	3	50	3	11	14	15	5
No	90	90	92	50	91	88	86	85	90
Don't know/Did not answer	5	5	5	0	6	0	0	0	5
TOTAL VISITORS 15+	149376	149376	144411	4965	124914	22508	1955	1775	149376

TABLE 28n:

On this trip to Nova Scotia, how many times did you participate in the following activities?

LIVE PERFORMING MUSIC/DANCE PRESENTATIONS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	77	77	76	81	78	77	72	72	17	72	85	74
1	13	13	13	14	11	14	17	17	31	15	9	18
2	3	3	3	1	2	3	3	3	0	4	2	2
3	0	0	0	0	0	0	1	1	0	0	0	1
4 or more	1	1	1	0	1	2	1	1	0	1	0	2
Don't know/Did not answer	6	6	7	4	7	5	7	7	52	7	4	4
TOTAL VISITORS 15+	929448	929448	839440	90008	476876	261409	191163	187077	14391	292057	418222	193970
Mean	.3	.3	.3	.2	.2	.3	.3	.3	.6	.3	.2	.3

TABLE 28o:

On this trip to Nova Scotia, how many times did you participate in the following activities?

LIVE PERFORMING THEATRE PRESENTATIONS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	90	90	89	91	39	90	90	90	48	87	93	92
1	3	3	3	5	3	4	3	3	0	3	3	4
2	1	1	1	0	1	0	0	0	0	1	0	0
3	0	0	0	0	0	1	0	0	0	0	0	0
Don't know/Did not answer	6	6	7	4	7	5	7	7	52	7	4	4
TOTAL VISITORS 15+	929448	929448	839440	90008	476876	261409	191163	187077	14391	292057	418222	193970
Mean	.1	.1	.1	.1	.1	.1	.0	.0	.0	.1	.0	.0

TABLE 28q:

On this trip to Nova Scotia, how many times did you participate in the following activities?

ATTEND CLASSES FOR FUN AND LEARNING IN AREAS SUCH AS DANCE, THEATRE, LANGUAGE, MUSIC, OR NATURE

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	93	93	93	96	93	94	92	92	48	92	96	96
1	0	0	0	0	0	1	0	0	0	0	0	1
2	0	0	0	0	0	0	0	0	0	0	0	0
4 or more	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	6	6	7	4	7	5	7	7	52	7	4	4
TOTAL VISITORS 15+	929448	929448	839440	90008	476876	261409	191163	187077	14391	292057	418222	193970
Mean	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0

TABLE 28r:

On this trip to Nova Scotia, how many times did you participate in the following activities?

RESEARCH FAMILY HISTORY

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	89	89	88	94	89	88	89	88	48	90	91	91
1	3	3	4	1	3	4	3	3	0	2	5	3
2	0	0	0	0	0	1	1	1	0	1	0	0
3	0	0	0	1	0	1	0	0	0	0	1	0
4 or more	1	1	1	0	0	1	1	1	0	0	0	2
Don't know/Did not answer	6	6	7	4	7	5	7	7	52	7	4	4
TOTAL VISITORS 15+	929448	929448	839440	90008	476876	261409	191163	187077	14391	292057	418222	193970
Mean	.1	.1	.1	.0	.1	.2	.1	.1	.0	.0	.1	.2

TABLE 28p:

On this trip to Nova Scotia, did you participate in the following activities?

ELDER HOSTELS

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	0	0	0	0	0	0	1	1	0	0	0	0
No	35	35	33	51	28	33	55	56	9	41	33	33
Don't know/Did not answer	65	65	67	49	72	67	44	44	91	59	67	66
TOTAL VISITORS 15+	929448	929448	839440	90008	476876	261409	191163	187077	14391	292057	418222	193970

TABLE 29:

Which of the following attractions did you visit during your stay in Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Halifax Waterfront	40	40	40	32	38	44	39	38	32	50	37	36
Peggy's Cove	19	19	16	43	7	28	40	39	5	41	12	10
Acadian community, site, event or festival	13	13	12	29	6	18	30	30	6	28	7	9
Scottish/Gaelic/Celtic community, site, event or festival	12	12	11	22	5	20	24	23	5	24	6	14
Pier 21	10	10	10	11	8	16	8	8	5	15	8	13
Events of Tall Ships 2000	8	8	8	8	9	9	5	5	2	6	11	13
Aboriginal community, site, event or festival	4	4	4	8	3	5	6	7	3	6	3	6
Tattoo	2	2	2	1	1	2	2	2	1	2	2	2
Black cultural community, site, event or festival	1	1	1	2	1	1	3	2	2	2	1	1
Celtic Colours	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	46	46	46	40	53	41	32	32	60	29	50	48
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 30a:

Overall, what did you like MOST about your visit to Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Opportunity to visit friends/relatives	27	27	29	14	38	19	8	8	16	8	53	11
General scenery/sightseeing	19	19	19	20	12	25	29	29	17	28	13	20
Other main reason	9	9	9	8	12	7	4	4	13	5	6	20
Coastal scenery	8	8	7	27	4	13	17	17	4	14	7	8
A specific area or location of Nova Scotia	7	7	7	7	5	7	11	11	6	13	2	9
Friendliness of the people	5	5	5	7	2	8	12	12	7	9	3	4
Quality of the service	2	2	2	3	3	1	0	0	12	0	0	2
Tall Ships 2000	2	2	2	1	1	3	1	1	0	1	1	5
A specific attraction/museum	2	2	2	3	2	2	1	1	3	2	1	1
Good weather	1	1	2	0	1	2	1	2	1	1	1	2
Shopping	1	1	1	0	2	1	0	0	1	1	2	1
Quality of the accommodations	1	1	1	0	2	0	1	1	7	1	0	1
A specific festival/event	1	1	1	1	2	0	1	1	0	1	1	2
Casino	1	1	1	0	2	1	0	0	1	1	1	2
Lobster	1	1	1	0	0	1	0	0	0	0	1	1
Cleanliness/untouched/unspoiled	1	1	1	0	1	0	1	1	0	0	1	1
Nature viewing (tides, fossils, wildlife, plants)	0	0	0	3	0	0	2	2	0	1	0	0
Other food	0	0	0	0	0	1	0	0	1	1	0	0
Golf	0	0	0	0	0	0	0	0	0	1	0	0
Leisurely walking or hiking	0	0	0	0	0	0	0	0	0	0	1	0
Live performing music or dance	0	0	0	0	1	0	0	0	0	0	0	1
Visit national/provincial natural park	0	0	0	3	0	0	1	1	0	0	0	1
Researching Family history/genealogy	0	0	0	0	0	1	0	0	0	1	0	0
Museums	0	0	0	0	0	0	0	0	1	0	0	0
Honeymoon/Second Honeymoon/Anniversary	0	0	0	0	0	0	0	0	0	1	0	0
Attend sport event	0	0	0	0	0	0	0	0	0	0	0	1
Wilderness hiking	0	0	0	0	0	0	0	0	1	0	0	0
Fishing/sightseeing boat tour	0	0	0	0	0	0	0	0	0	0	0	0
Nightclub, lounge, pub	0	0	0	0	0	0	0	0	0	0	0	0
Cultural	0	0	0	0	0	0	0	0	0	0	0	1
Going to an ocean beach to explore/beachcomb	0	0	0	0	0	0	0	0	0	0	0	0
Mountain biking/Cycling	0	0	0	0	0	0	0	0	0	0	0	0
Diversity of cultures	0	0	0	0	0	0	0	0	1	0	0	0
Going to an ocean beach for swimming/sunbathing	0	0	0	0	0	0	0	0	0	0	0	0
Sense of security/safety	0	0	0	0	0	0	0	0	0	0	0	0
Not Crowded	0	0	0	0	0	0	0	0	1	0	0	0
Antique shops	0	0	0	0	0	0	0	0	0	0	0	1
Boat tour for whale/seabird watching	0	0	0	0	0	0	0	0	0	0	0	0
Quality of the cultural events	0	0	0	0	0	0	0	0	1	0	0	0
Opportunity to learn about/enjoy history	0	0	0	0	0	0	0	0	0	0	0	0
National/provincial historic site	0	0	0	0	0	0	0	0	0	0	0	0
Sea Kayaking	0	0	0	0	0	0	0	0	0	0	0	0
Craft shops or studio	0	0	0	0	0	0	0	0	0	0	0	0
Guided tour (not including boat tour)	0	0	0	0	0	0	0	0	0	0	0	0
Elderhostel	0	0	0	0	0	0	0	0	0	0	0	0
Opportunity to enjoy the outdoors	0	0	0	0	0	0	0	0	0	0	0	0

(cont.)

TABLE 30a:

Overall, what did you like MOST about your visit to Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Freshwater canoeing/kayaking	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Did not answer	7	7	7	4	7	5	7	7	7	8	5	5
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 30a_1:

Overall, what did you like MOST about your visit to Nova Scotia?

A specific area or location of Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Halifax	40	40	43	4	67	16	21	22	86	21	58	49
Cabot Trail	23	23	20	48	15	34	24	25	2	33	9	16
Cape Breton	16	16	13	48	4	21	27	28	0	20	10	17
Peggy's Cove	11	11	12	0	7	21	10	9	12	13	12	8
Mahone Bay/Lunenburg/South Shore	3	3	3	0	2	0	7	5	0	2	0	7
Louisbourg	1	1	1	0	1	0	2	2	0	0	3	3
Evangeline/Annapolis Valley/Royal	1	1	1	0	0	1	2	3	0	2	0	0
Yarmouth	1	1	1	0	0	2	1	1	0	1	2	0
Bay of Fundy	1	1	1	0	0	0	1	1	0	1	0	0
Digby	0	0	0	0	0	0	1	1	0	0	1	0
Other	4	4	4	1	4	5	4	4	0	6	5	1
TOTAL VISITORS 15+:	70749	70749	64470	6279	30035	18549	22165	21188	8274	37955	7830	16618

TABLE 30b:

Is there anything else you liked about Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
No Other reason	45	45	47	26	55	39	23	23	67	29	47	46
Coastal scenery	16	16	16	15	11	18	28	28	10	26	13	12
General scenery/sightseeing	16	16	15	20	11	19	26	26	7	22	16	12
Friendliness of the people	15	15	13	32	8	18	31	31	9	27	9	14
Opportunity to visit friends/relatives	9	9	9	10	10	11	5	5	8	3	14	9
A specific area or location of Nova Scotia	9	9	8	12	5	11	15	15	2	16	7	6
Cleanliness/untouched/unspoiled	6	6	6	6	6	5	8	8	3	9	5	8
Other main reason	5	5	5	9	5	4	8	8	5	6	4	7
Good weather	4	4	4	5	3	5	6	6	2	7	3	4
Tall Ships 2000	4	4	4	4	6	2	2	2	1	1	7	6
Nature viewing (tides, fossils, wildlife, plants)	3	3	3	4	2	4	5	5	3	7	1	2
Leisurely walking or hiking	3	3	3	4	2	4	3	3	2	5	1	2
Not Crowded	3	3	2	5	1	3	7	7	1	5	2	2
Opportunity to enjoy the outdoors	2	2	2	6	1	4	4	4	0	4	2	3
Quality of the accommodations	2	2	2	3	3	2	2	2	6	3	0	3
Shopping	2	2	2	1	4	1	0	0	1	2	4	1
Lobster	2	2	1	9	0	5	5	5	0	5	1	1
A specific festival/event	2	2	2	1	2	2	1	1	0	1	3	3
Sense of security/safety	2	2	1	4	1	2	3	3	1	2	2	2
Casino	2	2	2	0	3	1	0	0	3	3	1	1
Quality of the service	1	1	2	1	1	2	1	2	2	1	1	2
Going to an ocean beach to explore/beachcomb	1	1	1	1	1	3	1	1	1	2	1	1
Seafood/fish	1	1	1	2	0	1	3	3	0	3	0	1
Craft shops or studio	1	1	1	2	1	1	0	0	1	1	1	1
National/provincial historic site	1	1	1	2	1	1	1	1	0	2	1	1
Museums	1	1	1	2	0	2	2	2	0	2	0	1
Golf	1	1	1	1	1	1	1	1	0	2	1	0
Cultural	1	1	1	1	0	2	2	1	1	2	0	1
Opportunity to learn about/enjoy history	1	1	1	4	0	2	1	1	0	2	0	0
Diversity of cultures	1	1	1	1	0	1	2	2	1	2	0	1
Wilderness hiking	1	1	1	0	1	1	1	1	1	0	0	1
Relaxing/restful/peaceful	1	1	1	0	0	1	2	2	0	1	1	0
Going to an ocean beach for swimming/sunbathing	1	1	1	1	0	2	1	1	0	1	1	0
Nightclub, lounge, pub	1	1	1	0	1	1	0	0	0	1	0	1
Boat tour for whale/seabird watching	1	1	1	1	0	1	2	2	0	1	0	1
Visit national/provincial natural park	1	1	1	1	0	1	1	1	0	1	0	0
Live performing music or dance	1	1	1	1	1	0	0	0	1	1	0	0
Antique shops	1	1	1	1	1	1	0	0	1	1	1	0
Other food	1	1	1	0	0	1	1	1	0	1	0	0
Exchange rate with American dollar	0	0	0	0	0	0	2	2	0	1	0	1
Researching Family history/genealogy	0	0	0	1	0	1	1	1	0	0	1	0
The Tattoo	0	0	0	0	1	0	0	0	1	1	0	0
Fishing/sightseeing boat tour	0	0	0	0	0	1	1	1	0	0	0	0
Quality of the cultural events	0	0	0	0	0	1	1	1	0	1	0	0

(cont.)

TABLE 30b:

Is there anything else you liked about Nova Scotia?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Signage	0	0	0	3	0	0	1	1	0	1	0	0
Fortress of Louisbourg/Louisbourg	0	0	0	0	0	1	0	0	0	1	0	0
A specific attraction/museum	0	0	0	0	0	0	1	1	0	0	0	0
Learning vacation	0	0	0	1	0	0	1	1	0	1	0	0
Highways	0	0	0	0	0	0	0	0	1	0	0	0
Upper Clement's Park	0	0	0	0	0	0	0	0	0	0	0	0
Freshwater canoeing/kayaking	0	0	0	0	0	0	0	0	0	1	0	0
Mountain biking/Cycling	0	0	0	0	0	0	0	0	0	0	0	0
Halifax Waterfront/downtown Halifax	0	0	0	0	0	0	0	0	0	0	0	0
Birding	0	0	0	0	0	0	1	1	0	0	0	0
Lighthouses	0	0	0	0	0	0	1	1	0	0	0	0
Peggy's Cove	0	0	0	0	0	0	0	0	0	0	0	0
Scollops	0	0	0	0	0	0	0	0	0	0	0	0
Honeymoon/Second Honeymoon/Anniversary	0	0	0	0	0	0	0	0	0	0	0	1
Fall leaves/colour	0	0	0	0	0	0	0	0	0	0	0	0
Sea Kayaking	0	0	0	0	0	0	0	0	0	0	0	0
Guided tour (not including boat tour)	0	0	0	0	0	0	0	0	0	0	0	0
Doers & Dreamers Guide	0	0	0	0	0	0	0	0	0	0	0	0
Elderhostel	0	0	0	0	0	0	0	0	0	0	0	0
(Quaint) Fishing Villages	0	0	0	0	0	0	0	0	0	0	0	0
Everything	0	0	0	0	0	0	0	0	0	0	0	0
Bell Museum	0	0	0	0	0	0	0	0	0	0	0	0
Citadel Hill	0	0	0	0	0	0	0	0	0	0	0	0
Lupins on the roadside	0	0	0	0	0	0	0	0	0	0	0	0
Art gallery	0	0	0	0	0	0	0	0	0	0	0	0
Courteous/Friendly drivers	0	0	0	0	0	0	0	0	0	0	0	0
Attend sport event	0	0	0	0	0	0	0	0	0	0	0	0
Easy to drive/get around	0	0	0	0	0	0	0	0	0	0	0	0
Maritime Museum - Lunenburg	0	0	0	0	0	0	0	0	0	0	0	0
Visitor Information Centres	0	0	0	0	0	0	0	0	0	0	0	0
Pier 21	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 30ba:

Is there anything else you liked about Nova Scotia?

A specific area or location of Nova Scotia

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Halifax	33	33	35	14	49	23	26	26	86	22	38	46
Cape Breton	28	28	27	40	27	27	31	31	37	28	29	26
Cabot Trail	27	27	24	47	17	35	28	27	37	38	12	16
Peggy's Cove	10	10	10	9	3	14	12	12	3	10	12	3
South Shore/Yarmouth/ Lunenburg	7	7	7	2	10	4	6	6	0	5	12	3
Bay of Fundy	4	4	4	4	4	3	4	5	37	5	1	1
Annapolis Valley/Royal	3	3	3	0	6	0	2	2	9	2	5	0
Louisbourg	1	1	1	1	1	1	1	2	0	1	1	1
Pictou	1	1	1	0	0	2	1	1	0	1	0	6
Other	5	5	6	2	5	2	8	9	3	8	2	3
TOTAL VISITORS 15+:	90914	90914	80254	10660	30475	30641	29798	29121	2695	47651	29118	11292

TABLE 31a:

Where is Nova Scotia's greatest need for improvement?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Improve roads/highways	22	22	21	27	22	24	17	17	18	20	24	22
Reduce price of gas	7	7	7	5	7	8	6	6	9	4	9	5
More reststops/restrooms/ washrooms along the highways	4	4	4	8	3	6	6	6	2	5	5	6
Signs should be easier to read/follow	4	4	4	4	3	4	7	7	2	8	2	4
More road signs	4	4	4	7	2	7	8	7	3	7	2	4
Reduce taxes	2	2	2	2	2	1	3	3	3	3	2	1
More accommodation required	1	1	2	0	2	1	1	1	3	1	1	3
Improve economy/Employment/ More jobs	1	1	1	0	0	3	2	2	1	1	2	1
Eliminate Toll-boths	1	1	1	0	1	1	0	0	1	0	2	0
Reduce prices overall	1	1	1	1	1	1	1	1	1	2	1	0
Improve quality of service	1	1	1	3	1	2	0	0	2	1	1	1
Reduce price of accommodation/ food	1	1	1	0	1	1	0	0	1	1	0	0
Improve quality of accommodations	1	1	0	3	0	2	1	1	0	2	0	1
People need to be friendlier/more courteous	0	0	0	3	0	0	1	1	0	1	0	1
Sunday Shopping/Extended Business hours	0	0	1	0	1	0	0	0	0	0	1	0
More RV facilities/pull-over turn-around areas	0	0	0	4	0	1	1	1	0	0	0	2
Improve transportation (public)	0	0	0	3	1	0	0	0	0	0	1	0
Improved restaurants/more restaurants/better quality food	0	0	0	0	0	1	1	1	0	1	0	0
Better maps/improved maps	0	0	0	0	0	0	1	1	0	0	0	0
Less delays due to road construction	0	0	0	0	0	0	0	0	0	0	0	0
Reduce transportation cost (airfare, ferry)	0	0	0	0	0	0	0	0	0	0	0	0
Improve cleanliness(Halifax Harbour, city streets)	0	0	0	0	0	0	0	0	0	0	0	0
Better ferry service	0	0	0	0	0	0	0	0	0	0	0	0
Other	7	7	7	9	6	6	9	9	7	9	7	4
Nothing	32	32	34	16	37	25	29	29	39	27	32	38
Don't know/Did not answer	9	9	9	6	10	8	8	8	9	9	8	7
TOTAL VISITORS 15+	1064433	1064433	971947	92485	590336	281245	192852	188565	149376	292057	418222	193970

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 31b:

Is there anything else Nova Scotia could improve?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Improve roads/highways	5	5	5	8	5	6	6	6	5	7	5	3
Reduce price of gas	5	5	5	5	6	4	4	4	9	6	5	2
Signs should be easier to read/follow	5	5	4	12	2	9	8	8	2	9	4	4
More road signs	5	5	4	12	2	6	9	9	4	9	2	4
Reduce taxes	3	3	2	4	2	2	5	5	2	4	2	2
More reststops/restrooms/ washrooms along the highways	2	2	2	3	2	2	4	3	0	2	2	3
Reduce price of accommodation/food	1	1	1	3	1	2	0	0	3	0	1	1
Reduce prices overall	1	1	1	1	1	1	1	1	1	1	1	1
Improve quality of accommodations	1	1	0	3	0	1	0	0	1	1	0	0
More accommodation required	0	0	0	0	0	0	1	1	1	0	0	0
Improve economy/Employment/ More jobs	0	0	0	0	0	0	0	0	0	0	1	0
Improved restaurants/more restaurants/better quality food	0	0	0	0	0	0	0	0	0	0	0	1
Improve cleanliness(Halifax Harbour, city streets)	0	0	0	0	0	0	0	0	0	0	0	0
Better maps/Improved maps	0	0	0	0	0	0	0	0	0	0	0	0
Reduce transportation cost (airfare, ferry)	0	0	0	0	0	0	0	0	0	0	0	0
Eliminate Toll-boths	0	0	0	0	0	0	0	0	0	0	0	0
People need to be friendlier/more courteous	0	0	0	0	0	0	0	0	0	0	0	0
Improve quality of service	0	0	0	0	0	0	0	0	0	0	0	0
More RV facilities/pull-over turn-around areas	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	4	4	11	3	6	6	6	0	5	5	6
Nothing	78	78	80	60	83	71	71	71	77	70	81	82
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 32a:

Prior to your visit to Nova Scotia, did you or did anyone in your party read or hear advertising promoting NS as a vacation destination in 2000?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	61	61	61	58	63	60	54	55	68	57	61	61
No	33	33	32	38	31	33	39	38	26	34	34	34
Don't know/Unsure	7	7	7	4	7	6	7	7	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 32b:

Do you recall where you saw or heard this advertising?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
TV advertising	71	71	70	78	79	66	49	50	86	60	74	64
Newspaper	24	24	24	24	20	26	38	39	15	27	23	30
Magazine article	18	18	17	30	13	22	26	26	13	25	14	19
Radio	18	18	18	20	24	16	4	4	19	8	24	20
Direct Mail	17	17	17	8	22	8	9	10	18	16	16	18
Internet/Worldwide Web	8	8	8	17	3	13	19	19	4	17	6	6
TV show	6	6	6	1	6	6	4	4	9	6	4	8
Travel Show	0	0	0	1	0	1	1	1	0	1	0	0
Other	4	4	4	1	3	6	3	3	3	3	5	4
Don't know/Did not answer	1	1	1	0	1	1	1	1	1	2	1	1
TOTAL VISITORS 15+:	644005	644005	590112	53893	370074	169671	104260	102912	102086	167671	254045	118630

TABLE 33_1:

Before arriving in Nova Scotia, did you or anyone in your party...

Call a 1-800 number to request information

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	18	18	17	24	9	29	29	29	7	33	12	18
No	75	75	76	72	84	65	64	63	87	58	84	77
Don't know/Unsure	7	7	7	4	7	6	7	7	6	8	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 33_2:

Before arriving in Nova Scotia, did you or anyone in your party...

Contact a travel agent to request informtion or book a package tour

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	3	3	3	6	1	4	8	8	2	7	1	2
No	90	90	90	91	93	89	84	85	92	85	94	93
Don't know/Unsure	7	7	7	4	7	7	7	7	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 33_3:

Before arriving in Nova Scotia, did you or anyone in your party...

Use the Internet to find information about Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	15	15	14	24	5	25	32	31	6	26	10	16
No	78	78	79	72	88	69	61	62	88	65	85	79
Don't know/Unsure	7	7	7	4	7	7	7	7	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 33_4:

Before arriving in Nova Scotia, did you or anyone in your party...

Request information through a Nova Scotia website

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	9	9	8	17	3	14	17	17	3	16	6	7
No	85	85	85	79	90	79	76	76	91	75	89	89
Don't know/Unsure	7	7	7	4	7	7	7	7	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 33_5:

Before arriving in Nova Scotia, did you or anyone in your party...

Book package tours over the Internet

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	1	1	0	3	0	1	2	1	0	0	1	1
No	93	93	93	94	93	93	91	91	94	91	95	94
Don't know/Unsure	7	7	7	4	7	7	7	7	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 33_6:

Before arriving in Nova Scotia, did you or anyone in your party...

Attend a travel show

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	0	0	0	1	0	0	1	1	0	0	0	1
No	93	93	93	96	93	93	92	92	94	91	95	95
Don't know/Unsure	7	7	7	4	7	7	7	7	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 34_1:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

Before arriving in Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	6	6	6	8	3	9	11	11	6	11	3	5
No	87	87	87	89	91	84	81	81	88	80	92	91
Don't know/Unsure	7	7	7	4	7	7	9	9	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 34_2:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

When you first entered Nova Scotia

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Automobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	24	24	21	59	7	36	58	58	8	50	14	19
No	69	69	72	37	86	57	33	33	86	41	81	76
Don't know/Unsure	7	7	7	4	7	7	9	9	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 34_3:

Did you or anyone in your party visit a Visitor Information Centre or Tourism Bureau to get information about Nova Scotia.

While travelling throughout the province

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	20	20	18	43	6	31	49	49	3	46	12	14
No	73	73	74	54	87	63	43	42	91	45	83	81
Don't know/Unsure	7	7	7	4	7	7	9	9	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 34:

How many times did you or anyone in your party visit a Visitor Information Center or Tourist Bureau while travelling in Nova Scotia?

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
0	20	20	18	26	8	21	24	24	4	19	23	20
1	26	26	26	23	66	19	15	15	82	15	44	35
2	21	21	21	20	9	24	24	23	14	21	25	17
3	14	14	16	7	10	13	17	17	0	18	4	15
4 or more	19	19	18	24	6	24	20	20	0	27	4	12
Don't know/Not sure	0	0	0	0	0	0	1	1	0	0	0	2
TOTAL VISITORS 15+:	217817	217817	178412	39405	37603	85919	94294	92515	4500	133706	52008	26955
MEAN	2.2	2.2	2.3	2.1	1.4	2.6	2.2	2.2	1.1	2.7	1.3	1.8

TABLE 35_1:

While at the Visitor Information Centres, did you....

Consult with a staff member

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	84	84	84	83	71	88	86	86	82	88	74	84
No	16	16	15	17	26	12	14	14	18	12	24	15
Don't know/Unsure	1	1	1	0	3	0	0	0	0	0	2	1
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 35_2:

While at the Visitor Information Centres, did you....

Obtain printed literature

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	89	89	89	92	84	88	93	93	88	95	78	88
No	11	11	11	8	16	12	7	7	12	5	22	12
Don't know/Unsure	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 35_3:

While at the Visitor Information Centres, did you....

Other

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	11	11	7	28	8	10	14	14	5	11	13	9
No	87	87	91	72	88	89	85	85	95	88	84	86
Don't know/Unsure	2	2	2	0	4	1	1	1	0	0	3	5
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 36_1:

As a result of your visit(s) to the Visitor Information Centres, did you:

Extend your stay in the province

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	4	4	4	6	3	5	3	3	0	5	2	5
No	94	94	94	94	93	93	96	96	100	94	94	90
Don't know/Unsure	2	2	3	0	4	2	1	1	0	0	4	6
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 36_2:

As a result of your visit(s) to the Visitor Information Centres, did you:

Learn about an event, activity or area of the province that you didn't know about before

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	36	36	36	37	27	37	40	40	36	46	17	31
No	62	62	62	63	69	61	60	60	64	53	79	66
Don't know/Unsure	2	2	2	0	4	1	1	1	0	0	4	3
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 36_3:

As a result of your visit(s) to the Visitor Information Centres, did you:

Take part in an activity or event that you wouldn't have otherwise

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	12	12	12	13	7	16	12	11	1	16	7	13
No	86	86	86	87	89	82	87	87	99	83	90	81
Don't know/Unsure	2	2	2	0	4	1	1	1	0	0	3	6
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 36_4:

As a result of your visit(s) to the Visitor Information Centres, did you:

Visit a part of the province that you wouldn't have visited otherwise

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	28	28	28	27	18	26	35	36	1	40	14	19
No	70	70	70	73	78	73	64	64	99	60	82	77
Don't know/Unsure	2	2	2	0	4	2	1	1	0	0	4	5
TOTAL VISITORS 15+:	334125	334125	273317	60808	71796	127085	135244	132492	15983	181489	89381	45919

TABLE 36:

As a result of your visit(s) to the Visitor Information Centres,

By how many nights did you extend your stay in the province?

	Overall	Mode of Travel			Residence				Trip Purpose		
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	International	United States	Pleasure	Visit Friends/relatives	Other
0	21	21	28	1	45	21	6	7	10	53	46
1	30	30	37	12	12	33	37	36	41	0	5
2	37	37	21	80	0	44	47	48	44	47	0
3	1	1	1	0	0	0	2	2	1	0	0
4	1	1	0	2	0	0	2	2	1	0	0
5	7	7	10	0	43	0	0	0	0	0	46
7 or more nights	1	1	0	4	0	0	3	4	1	0	3
Not applicable	2	2	2	0	0	2	2	2	2	0	0
TOTAL VISITORS 15+:	13411	13411	9758	3654	2325	6961	4125	4066	9759	1472	2181
MEAN	1.6	1.6	1.4	2.4	2.3	1.2	2.0	2.0	1.4	.9	3.0

TABLE 37:

During your visit to Nova Scotia, did you or anyone in your party obtain information from a 'point of sale' kiosk that was not in a Visitor Information Centre or a tourist bureau?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	9	9	9	15	3	13	23	23	3	18	6	8
No	80	80	80	76	86	74	66	66	86	69	85	81
Don't know/Unsure	11	11	11	9	10	12	11	11	10	13	9	10
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 38a:

Did you or anyone in your party receive a copy of the 2000 Travel Guide?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	International	United States	Business	Pleasure	Visit Friends/relatives	Other
Yes	41	41	39	60	30	51	61	61	27	63	32	41
No	51	51	53	34	62	41	31	31	67	29	61	53
Don't know/Unsure	8	8	8	6	8	8	8	8	6	9	7	6
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 38b:

Did you receive the travel guide before leaving home in this trip?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	66	66	69	40	82	56	53	53	78	58	70	70
No	34	34	30	60	18	44	47	47	22	42	30	30
Don't know/Unsure	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL VISITORS 15+:	437764	437764	382161	55603	174749	144513	118501	115660	39781	182643	134563	78870

TABLE 39a:

When travelling in Nova Scotia, what language do you most prefer to be served in?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
English	89	89	89	85	90	83	92	92	89	85	92	91
French	4	4	4	11	3	10	1	1	5	6	3	5
German	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	7	7	7	4	7	7	8	8	6	9	5	5
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 39b:

During your vacation to Nova Scotia, did you notice any programs designed to provide services specifically to French speaking visitors?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	38	38	34	51	16	51	62	58	35	52	27	29
No	62	62	65	49	84	49	38	42	65	47	73	71
Don't know/Unsure	0	0	0	0	0	0	0	0	0	1	0	0
TOTAL VISITORS 15+:	47290	47290	37009	10261	17719	28386	1185	1092	8199	17883	12059	9149

TABLE 39c:

Can you recall the name of the program?

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Ici, on Parle Francais	56	56	59	50	100	49	26	15	95	37	92	37
Can't recall	44	44	41	50	0	51	74	85	5	63	8	63
TOTAL VISITORS 15+:	18014	18014	12756	5258	2918	14366	730	637	2862	9280	3236	2636

TABLE 39d:

**'Ici, on Parle Francais' is a program designed to meet the needs of French speaking visitors by highlighting to visitors those tourism operators and attractions that provide service in French.
While in Nova Scotia, did you visit a restaurant, accommodation, attraction, VIC or other location where the 'Ici on Parle Francais' service was offered?**

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	30	30	30	28	27	30	62	58	35	27	42	13
No	50	50	56	25	66	40	38	42	36	46	57	60
Don't know/Unsure	21	21	13	47	6	30	0	0	29	27	1	26
TOTAL VISITORS 15+:	47290	47290	37009	10281	17719	28386	1185	1092	8199	17883	12059	9149

TABLE 39e:

Overall, how satisfied were you with the 'Ici on Parle Francais' service offered at the locations you visited? Were you...

		Mode of Travel			Residence				Trip Purpose			
	Overall	Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Completely satisfied	44	44	31	93	40	50	0	0	67	29	51	21
Satisfied	40	40	48	7	40	36	87	85	33	26	48	79
Neither satisfied/dissatisfied	2	2	3	0	0	3	13	15	0	7	0	0
Dissatisfied	9	9	11	0	21	3	0	0	0	23	2	0
Don't know/Unsure	5	5	6	0	0	8	0	0	0	14	0	0
TOTAL VISITORS 15+:	14042	14042	11202	2839	4841	8471	730	637	2862	4887	5067	1226

NS DEPARTMENT OF TOURISM AND CULTURE
2000 Nova Scotia Visitor Exit Study
(Road Only)

TABLE 40:

Please indicate which of the following best describes the highest level of education attained within your household.

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
High school incomplete	3	3	3	4	3	4	1	1	1	2	5	2
High school complete	15	15	14	15	15	15	12	12	14	14	17	12
Some technical school/college	5	5	5	9	5	5	7	7	4	4	7	3
Technical school/college complete	16	16	15	23	16	17	15	15	14	15	16	19
Some university	12	12	12	9	13	9	11	10	8	10	12	16
University complete	41	41	42	35	38	43	47	47	51	44	37	40
Don't know/Unsure	8	8	9	5	9	7	9	9	8	10	6	7
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 41a:

Is your total annual household income (before taxes) greater than $40,000?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	66	66	66	73	60	75	74	75	70	72	63	66
No	20	20	20	15	25	14	11	11	19	12	25	21
Don't know/Unsure	14	14	14	12	15	11	14	14	11	15	12	13
TOTAL VISITORS 15+:	1064433	1064433	971947	92485	590336	281245	192852	188585	149376	292057	418222	193970

TABLE 41b:

And is it greater than $80,000?

	Overall	Mode of Travel			Residence				Trip Purpose			
		Auto/RV	Auto-mobile	RV	Atlantic Provinces	Other Canada	Intern-ational	United States	Business	Pleasure	Visit Friends/ relatives	Other
Yes	38	38	37	45	29	47	46	46	43	44	32	35
No	60	60	61	51	68	51	53	53	56	54	65	63
Don't know/Unsure	2	2	2	4	3	2	1	1	1	2	3	2
TOTAL VISITORS 15+:	707196	707196	639764	67432	351641	212003	143552	140647	104153	211696	262725	127176